

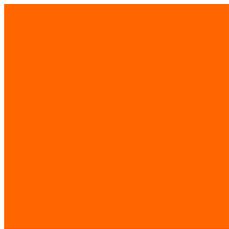
Case Study



Staley Credit Union

Online Banking Helps Build Robust Digital Channel Strategy

When Staley Credit Union was no longer happy with its online banking solution, it turned to Fiserv, a trusted partner that already supplied the credit union's account processing system and several other solutions.



Staley Credit Union was using a standard online banking solution that didn't enable the credit union to brand its website the way it wanted to. Since other financial institutions in Decatur, IL – where Staley is headquartered and has three branches – were using the same solution, Staley leaders were concerned they couldn't differentiate their credit union from the competition.

To compound the situation, Staley's online banking provider began marketing other products directly to Staley's members through its online banking site.

"We desperately needed to get away from where we were," said Chief Financial Officer Kim Ervin. "We were looking for the ability to use our own colors and logos. We wanted to be able to distinguish ourselves from other credit unions."

Integration Made Decision Easy

Staley was already using Spectrum® from Fiserv, a highly scalable and integrated account processing system. That's why, Ervin said, it made sense to turn to Corillian Online® and Mobiliti™ from Fiserv for digital banking.



Client Profile

Staley Credit Union was founded in 1930 to offer employees of A.E. Staley Manufacturing Company in Decatur, IL, a cooperative environment in which members could save money and receive low-cost loans. In the 1980s, Staley opened membership to the surrounding community. Today, the \$130 million credit union serves 13,500 members from five branches in Decatur; Lafayette, IN; and Loudon, TN.

With Corillian Online and Mobiliti, we're getting a top-notch digital banking solution in an ASP environment," Ervin said. "The integration of Corillian Online, Mobiliti and Spectrum is seamless because they are all Fiserv products. Plus, Fiserv is focused on keeping Corillian Online and Mobiliti strong and robust."

Continued investment in the solutions is important to Staley because online banking has become a part of life for credit union members of all ages.

"Everybody wants to be able to have on-the-go banking. That's not just for young people. People in their 40s and up – busy working parents – a variety of people want on-the-go access to their financial information," Ervin said.

Digital Is for Everyone

Ervin uses her own life as an example of how digital solutions – mobile banking, online banking and even person-to-person payments – change how consumers live their everyday lives.

"My son and his high school friends just marvel at how he can call me and say, 'I'm out of money,' and I can immediately transfer money to him. My friends and I use Popmoney® to reimburse each other back and forth or when we're pooling our money to buy lottery tickets." Popmoney from Fiserv is a secure online personal payment service.

"Corillian Online is perfectly paired with the debit card. My son is a debit card user, and it's so easy to manage that. He can be in class and check his balance before he goes to lunch. We've gotten a lot of business because his friends want what he has," Ervin said.

Other Staley members appreciate the convenience of mobile banking. The credit union has doubled its number of mobile users in the two years since implementation, and about 60 percent of online banking users have adopted mobile banking.

Challenge

Staley Credit Union needed a more flexible, robust online banking solution to help it differentiate itself from competitors and meet the current and future needs of members.

Solution

Staley chose Corillian Online and Mobiliti to complete its digital banking strategy, which also includes PopMoney for person-to-person payments. Seamless integration with the credit union's existing account processing solution made the choice easy.

Proof Points

44 percent of members enrolled in online banking almost immediately, making it easy for Staley to reach its goal of 50 percent adoption. The credit union doubled its number of mobile banking users within two years, and 60 percent of online banking users are use Mobiliti.

"We are excited about enhancements coming to Mobiliti, and I think that can only grow. Mobile is a high priority for us now," Ervin said.

Members Jump on Board

44 percent of members enrolled in online banking almost immediately after Corillian Online was implemented – making it easy for Staley to reach its goal of 50 percent adoption. The credit union promotes its digital banking services through direct email and personal reminders when members are at the branch.

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“Every day we’re growing in mobile deposit capture,” Ervin said. “People stop in to deposit the \$100 check from grandma and we remind them, ‘Hey, you don’t have to come in.’ That convenience factor will probably be the driving force behind our growth this year.”

Of those who aren’t yet using Corillion Online, most are older, established members who may not be comfortable with the technology. Staley has planned targeted communications designed to inform these members about the convenience and safety of online banking. With that, Ervin is confident the credit union will exceed its adoption goal.

Connect With Us

For more information about Corillion Online, Popmoney and Mobiliti, call 800-872-7882, email getsolutions@fiserv.com or visit fiserv.com.



Fiserv, Inc.
255 Fiserv Drive
Brookfield, WI 53045

800-872-7882
262-879-5322
getsolutions@fiserv.com
www.fiserv.com