

# Boulder Dam Credit Union Drives Adoption, Deposits and Member Satisfaction With Zelle<sup>®</sup>

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## Client profile



Boulder Dam Credit Union, headquartered in Boulder City, NV, serves a largely retirement-focused community outside of Las Vegas. Since its founding in 1940, the institution has grown to \$800 million in assets by meeting the financial needs of members through exceptional service, institutional integrity and financial stability. The credit union is committed to delivering competitive products, innovative services and timely education while offering its employees professional, challenging careers.

## Challenge

Boulder Dam Credit Union's membership skews older; the average member age is 57, the average online banking user age is 54 and the average age of a digitally active member is 65. Despite this demographic profile, the credit union saw strong demand for the Zelle® person-to-person (P2P) payment service. The credit union needed to roll out the service in a way that could be accepted and used easily by its members.

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## Solution

In 2023, the Credit Union worked closely with the Fiserv Consumer and Small Business Marketing Team to implement Turnkey Service for Zelle® from Fiserv, launching the solution within its digital banking experience.

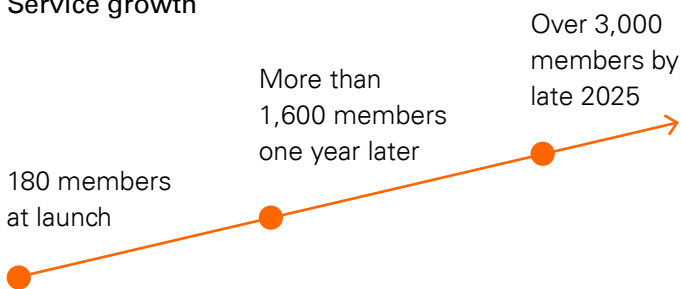


## Proof points

Zelle® at Boulder Dam CU was eagerly embraced by members, growing steadily and contributing to deposit growth:

- The service grew from 180 members at launch to more than 1,600 members one year later, and over 3,000 members by late 2025
- More than one-third of digitally active members now use Zelle®
- The credit union has received more than \$3 million in deposits above its Zelle® send volume

### Service growth



## Meeting growing demand for digital P2P payments

Before launching Zelle® as an in-app digital banking solution, Boulder Dam CU frequently fielded member requests for access and often had to direct members to the standalone Zelle® application. Following the sunset of the Zelle® standalone app, the credit union prioritized launching its own Zelle® application with Fiserv. Leadership recognized both the pent-up demand and the opportunity to deliver a more seamless, trusted digital payments experience directly within online and mobile banking.

“Our Zelle® solution has been essential in our strategy to remain relevant as our members’ primary financial institution,” said Steele Hendrix, CEO of Boulder Dam Credit Union. “We need to stay competitive with the large national financial institutions, and our digital payments tools, especially the ability for our members to pay anyone anywhere, is an important investment for us.”

## Rapid adoption and a new deposits driver

After launching with Turnkey Service for Zelle®, the impact was immediate. Even before formally announcing availability, members began enrolling and sending payments within the first week. Adoption accelerated quickly as Zelle® became visible and accessible inside the credit union’s mobile and online banking channels.

More than one-third of the credit union’s digitally active members now use Zelle®, which is an impressive outcome given the credit union’s older digital banking population.

Beyond engagement, Zelle® has become a strategic deposits driver. Boulder Dam CU has received more than \$3 million in deposits above its Zelle® send volume, reinforcing the value of real-time payments as more than just a convenience feature.

Members use Zelle® for commonplace but meaningful transactions, including:

- Supporting family members
- Donating to local nonprofits and booster clubs
- Collecting rent payments from tenants
- Paying small business owners such as hairdressers and landscaping professionals

“We even get calls from members in their nineties asking for help getting set up on Zelle® so they can pay their grandchildren,” Hendrix said.

## Security and trust: Educating members to prevent fraud

Boulder Dam CU makes a priority of educating its members on best practices for safe payments. The credit union actively informs members of common payment scams and how to avoid them through multiple channels – including in-app, email and social-media member communications focused on fraud awareness. The credit union also contributes a column focused on combatting financial fraud to a local newspaper.

This proactive education, combined with Zelle® fraud prevention tools from Fiserv, such as real-time transaction scoring, has resulted in very low Zelle® fraud rates.

“Our fraud rates have been minimal and our members feel very comfortable sending Zelle® transactions,” Hendrix said.

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## A true partnership with Fiserv

In addition to consumer-facing marketing tools, Boulder Dam Credit Union has fully leveraged the broader suite of resources available to Fiserv Zelle® turnkey clients.

“We truly value the end-to-end resources that Fiserv offers,” said Pania Carver, Electronic Services. “We feel highly supported through the operational webinars, trends reporting and knowledge support.”

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## The takeaway

Boulder Dam Credit Union’s experience demonstrates that robust Zelle® adoption is not limited by age demographics. With the right implementation, education and partner support, Zelle® payments can drive:

- Strong member engagement
- Incremental deposits
- High trust and low fraud
- Tangible value across diverse member demographics


To learn more about offering Zelle® through digital banking at your financial institution, contact Fiserv today.


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# Connect with us

For more information about  
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 [fiserv.com](https://www.fiserv.com)

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