



**How one credit union
grew e-services
adoption rates by 1,300%**



**MICRODYNAMICS
GROUP®**

Six years ago, one of our largest credit union customers (The Smart Credit Union, for the purposes of this case study) came to us with a problem. The Smart Credit Union needed to manage costs – like all credit unions – and found a way to do it by lowering paper and postage costs. The problem was just 5% of SCU's 200,000 members were using electronic statement options.

Microdynamics Group recommended SCU aggressively stimulate electronic adoption while constantly striving to improve their electronic services product. They agreed.

Together, Microdynamics Group and SCU established collaborative operating and governance committees made up of team members from both organizations. The committees would enable thoughtful reporting, analytics, and monitoring to guide joint operations review meetings with three primary objectives:

1. Identify and prioritize improvement opportunities
2. Align resources and funding
3. Track and measure results

Prioritizing opportunities

With the process to build and grow SCU's electronic services established, the team initiated a full-scale marketing blitz. The program expanded outward from an initial focus on home banking users by capitalizing on all transpromotional marketing pieces, including statements, envelopes, and marketing inserts. Online ads and emails to customers were supported by special letters explaining the initiative and its importance in great detail. Several in-branch efforts rounded out the marketing effort, but one piece was crucial to its success: SCU was so committed to electronic adoption that they decided to start charging customers for paper statements.

Aligning resources

Understanding the risk of what would be seen as a drastic measure, SCU decided it was best to give members 24-months' notice before the change took effect. At the beginning of the initiative, just 5% of SCU's membership was using electronic statements. During the two-year notice period, 40% of members adopted e-services. But it wasn't enough.

Microdynamics Group and SCU knew great marketing pieces would only go so far, and a great product was the lynchpin for really driving adoption, so SCU and Microdynamics Group worked closely to continue developing a robust and functional e-services platform. In addition to creating a seamless experience for members navigating between SCU and Microdynamics Group interfaces, we developed custom interfaces and widgets that made e-services work on each individual member's terms.

Tracking results

In the six years since SCU and Microdynamics Group started focusing on increasing e-services adoption, SCU has seen membership usage grow from 5% to an impressive 70%.

While the collaboration between Microdynamics Group and SCU has already realized success in e-services, it is not stopping there. Our organizations have continued working to improve our electronic services product offering, the results of which will launch in the Spring 2016...

...a fitting time to begin growing the e-services adoption rate of YOUR membership.