

Digital Money Management

Notre Dame FCU Increases Active Users by 3 Times with MX

Notre Dame Federal Credit Union is a mission-based financial institution that shares the common beliefs of its members and is dedicated to solving problems through extraordinary member service. The credit union believes that by providing its members with access to a full array of financial resources, combined with honest advice and education, it can provide them with financial empowerment to enrich their lives and contribute to the betterment of the communities they serve.

The Challenge

Notre Dame FCU wanted to make all its financial tools as accessible and valuable as possible for their users, so the credit union strategically sought to make them available on mobile by integrating it with its online banking single sign-on (SSO), as opposed to using traditional standalone apps. The credit union is cognizant of the fact that having a centralized location where members can access any and all tools related to their finances will only serve to increase their overall financial health.

The Solution

Notre Dame integrated MX's digital money management tools into its native mobile app, "Money Works."

Notre Dame knew that a seamless integration would be a "game changer" for its users and for the financial institution itself. Based on research that shows [Millennials prefer mobile apps to personal service](#), the credit union's strategic team prioritized mobile integration. Within 60 days of launch, it saw a 20% increase in total users and a 3x increase in active users. Within 120 days, total users had increased 29%. Seeing the success it has had since this integration, Notre Dame FCU is now looking to add more innovative features to its mobile app, including valuable metrics around its rewards programs and the ability for individuals to pull their financial statements.



We removed the roadblocks and friction to make this tool valuable. Standalone is nice, and it gives users a great tool, but you really need to integrate it into a mobile app so it's alongside their users' mobile funds. **Making it a one-stop shop is what makes all the difference.**

Rick Burden

Chief Strategic Officer, Notre Dame FCU

Key Benefits

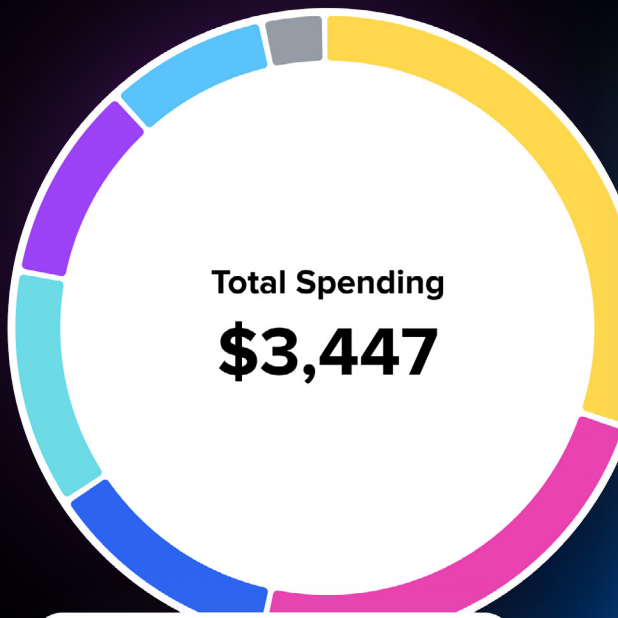
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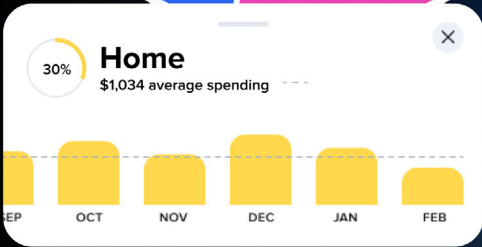




Spending by category

Last 30 days This month Last month Last 3 months

30%	Home 3 transactions	\$1,034
23%	Food & Dining 21 transactions	\$793
15%	Shopping 13 transactions	\$508
11%	Bills & Utilities 7 transactions	\$387
		\$274
		\$55



119 categories and sub-categories ensure that your customers have detailed and accurate transaction data.

About MX Personal Financial Management

MX simplifies personal financial management (PFM) for consumers from connecting all of their accounts in one place, to best-in-class digital money management capabilities, to proactive, personalized financial insights.

[Learn More >](#)

Ready to Get Started?

Learn how MX solutions can improve your digital offering.

[Request Demo](#)