

Delivering Seamless, Relevant, and Engaging Experiences

How UCCU Meets Members Where They Are With Personalized Digital Banking Tools

Client Overview

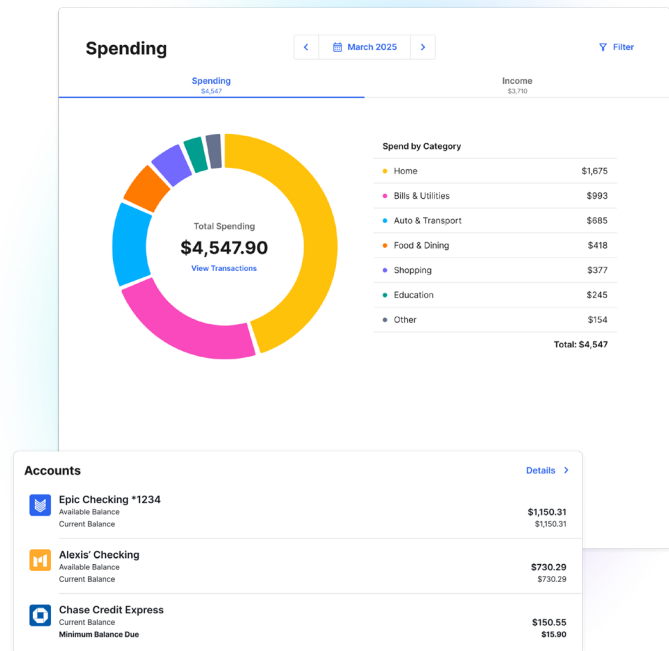
Utah Community Credit Union (UCCU) is a prominent financial institution serving individuals and businesses throughout the state of Utah. Established in 1955, UCCU has grown to become one of the largest credit unions in the region, with a strong focus on providing personalized financial solutions and exceptional customer service. Its commitment to member satisfaction is reflected in its competitive rates, low fees, and innovative digital banking solutions designed to meet the evolving needs of its diverse membership base.

Challenge

UCCU stands out with a notably younger membership base, largely attributed to its strong presence in Utah County — home of 2 universities and numerous young families. UCCU is dedicated to exploring new avenues to leverage innovative solutions and staying at the forefront of technology to meet and exceed the needs of its members. The credit union had an opportunity to provide financial solutions that delivered exceptional digital capabilities that would resonate with these younger members. With a tech-savvy and budget-conscious demographic, UCCU needed to find a way to speak to its younger members with seamless, relevant, and engaging digital financial solutions.

Solution

UCCU leveraged MX's personal financial management (PFM) tools and data aggregation services through Q2's cPFM solution to enable its members to gain a complete financial picture and enhance their financial literacy. This



innovative approach deepens engagement, empowers members to achieve financial success, and reinforces UCCU's commitment to their well-being.

Driving Digital Engagement Leads to Increased Account Openings

UCCU leveraged MX to offer a suite of tools providing budgeting, saving, and personal goal tracking capabilities that appeals to its more tech-savvy members. This level of personalization is key to keeping consumers engaged — and staying true to UCCU's mission of providing exceptional customer experiences. 81% percent of its digital banking members consistently engaged with MX products, surpassing the industry benchmark of 60% to 65% for consumer adoption.

27%

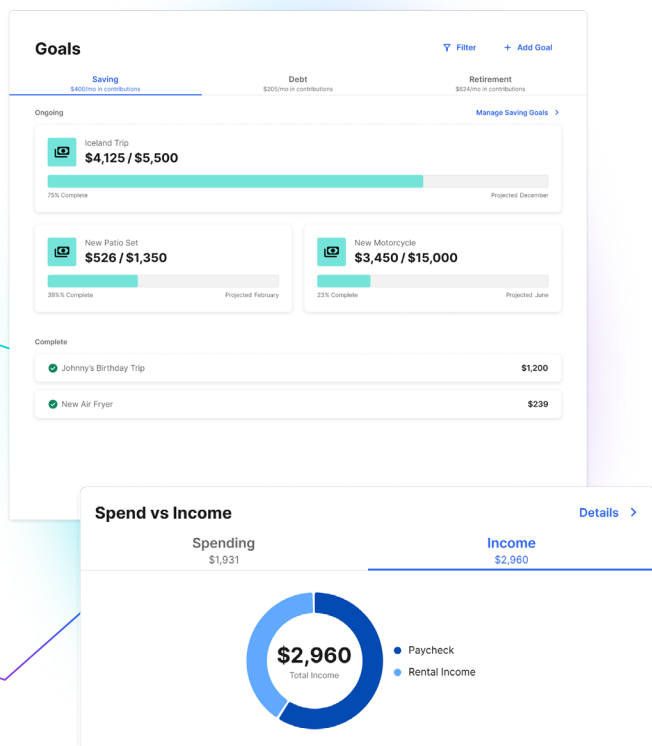
higher open rate for checking accounts

Members engaged with MX PFM tools open more accounts

64%

higher open rate for savings accounts

Through MX's PFM tools, UCCU members have been able to leverage personalized recommendations and insights to make more informed financial decisions. This higher engagement has also led to more account openings. UCCU has seen a 27% higher open rate for checking accounts and 64% higher open rate for savings accounts among those using MX PFM tools.



Members Gain Greater Visibility into Their Financial Picture

UCCU used MX to offer a suite of tools providing budgeting, saving, and personal goal tracking capabilities that appeals to its more tech-savvy members. This personalization is key.

Key Benefits

- Equip members with engaging digital tools that will help them gain a greater control of their finances in today's digital economy.
- Enhance financial wellness by giving members a complete look at their financial picture through account aggregation.
- Drive higher engagement through personalized products, service, offers, and messaging.

Members aggregate more accounts with MX

UCCU members
4.92

Industry average
3.5

About MX's Account Aggregation

MX's account aggregation provides a complete financial view by securely connecting external accounts, giving users a holistic understanding of their finances to make informed decisions.

About MX's PFM Tools

MX's PFM product offers a comprehensive suite of tools designed to help users manage their finances with ease. It provides features like budgeting, expense tracking, financial goal setting, and personalized insights, all powered by advanced data aggregation and AI-driven recommendations to improve financial well-being.