

# UCCU Partners with Q2 to Increase Premium Checking Account Adoption Rate by 500%

## Results

↑ **500%**

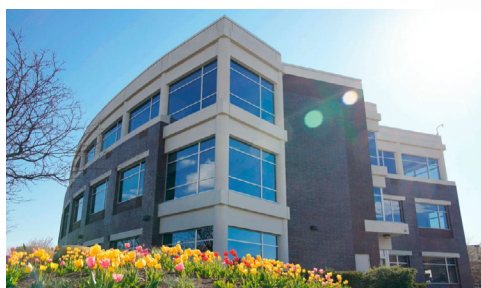
increase in members selecting a premium checking account

**15K**

premium checking accounts opened in first 3 months of launching

**1**

processing time to upgrade dropped to a single click



## About Utah Community Credit Union

**Founded:** 1955

**Headquarters:** Provo, Utah

**Current market:** More than 285,000 members throughout Utah and the nation

**Assets:** \$3.5 billion

**Q2 Customer Since:** 2017

## Key Challenges

At Utah Community Credit Union (UCCU), cutting-edge innovation is a way of life. With a membership base that includes tech-savvy individuals such as college students and fintech professionals from the nearby Silicon Slopes, UCCU's members expect a premiere digital banking experience.

UCCU's Director of Online Services Stirling Ogden says, "It's not enough to be keeping up with our peers because they don't have the same members we do. UCCU members know which fintech offerings are out there. They know that if the top five fintechs have five amazing features, they expect all five to be available through UCCU. So, we expect the best of ourselves because our members expect the best of us."

UCCU has been successfully leveraging many Q2 solutions – including Q2 Goals™ and Q2 Discover – to boost members' financial health, a key priority for the credit union. That's why UCCU took sharp notice when its premium checking account adoption rate was only 8% of total checking accounts opened, despite its superior benefits over basic checking, including roadside assistance, cellphone protection, a local and nationwide deals network, and much more.

The primary obstacle? Unlike UCCU's other products, the premium checking account required manual verification and was therefore unable to authenticate member identities or integrate effectively with UCCU's core and other vendors. "In order to open this type of account, members had to physically come into a branch or call us," says Ogden. "An employee had to be involved in every single case."



We've been with Q2 since 2017, and it's been seven great years. I can confidently say that in comparison with other vendor partnerships, Q2 has been the most forward-thinking in helping us take control of our innovation and removing friction from any project we're trying to improve.



– Stirling Ogden  
Director of Online Services  
UCCU

## Solutions

By leveraging Q2's advanced technology through the Q2 Innovation Studio, UCCU custom-built a fast, fully automated interface that members love. The credit union was able to automate the identity verification process, eliminating the need for manual intervention and allowing members to upgrade to Elevated Checking with just a click.

Ogden says, "There were a lot of moving parts. We had at least five vendors that needed to work together harmoniously, in real time. Working on disparate platforms is a real challenge – and a lot of times it's not even possible – because of the way their different architecture is built. These vendors hadn't been working together before. They didn't speak the same language.

"On top of that, we needed several outcomes. The authentication process had to be simple. Members had to be able to enroll themselves and easily select the benefits they wanted. Their updated account type needed to sync with the core. Everything had to be integrated inside our Q2 digital banking platform."

### Instant results

UCCU put the new system to the test by seeking to nearly triple the adoption rate of its new premium checking account, Elevated Checking. "We had an objective to really outpace the previous product, which has only reached an adoption level of 8% of our members opening a new checking account. We set the market penetration goal to 30%, and in month one, we had already hit 37%. Two months later, we were over 40% with 15,000 new adoptions."

UCCU's Software Engineering Manager Bryce Snyder adds, "Utilizing the Q2 Innovation Studio and building our own API exchanges with other systems has unlocked almost unlimited potential. We can accomplish what we need to do within our organization, and let our members accomplish what they want to do for themselves."

### Custom-built for UCCU with Q2 Innovation Studio

Leveraging Q2 Innovation Studio's SDK, UCCU's in-house developers had full power over the end result. "We designed this for ourselves and built it together with Q2's SDK development partner, Trabian, to our specifications. We didn't have to compromise anywhere. The key to integrating five disparate platforms and vendors into one is having the right team to start with, the right team and the right partners to make this all come together. Our success was only possible with our forward-thinking partner Q2 and the advanced technology of the Innovation Studio, its SDKs and APIs," says Snyder.

## Q2 and UCCU: A true partnership

UCCU's collaboration with Q2 has not only transformed the premium checking account adoption process but has also underscored its commitment to exceptional digital banking. By prioritizing innovation and efficiency, UCCU continues to meet – and exceed – the expectations of its members, solidifying its position as a leader in the financial services industry.

"With Q2, we've seen strong growth in all the numbers you want to see. Strong growth in loans and deposits, strong growth in online activity and members transitioning to online, using mobile for the most part. What hasn't been growing is interactions requiring our human capital. During our tenure with Q2, we've noticed that the efficiency through technology has been critical and has a very strong impact," Ogden says.

Through Q2 Innovation Studio's fintech partner ecosystem, UCCU continues to provide its members with unique fintech solutions designed to meet their everyday needs, including SavvyMoney, Zogo, Autobooks, TurboTax, and Alacriti.

UCCU's Vice President of Marketing Kevin Banks highlighted that UCCU's internal employees aren't the only ones pleased with Q2. Its tech-savvy members are clearly delighted. He says, "UCCU's collaborative initiative with Q2 has led to a great advancement in our banking experience. With Q2, we've increased our app store rating from the 2s to a 4.7.

"We rely on Q2 as a strategic partner. It's very important to have partnerships that help us not just advance the technologies we have, but to have foresight to see what's happening in the future and to get ahead of the curve."



Our success was only possible with our forward-thinking partner Q2 and the advanced technology of the Innovation Studio, its SDKs and APIs.



-Bryce Snyder  
Software Engineering Manager  
UCCU

### About Q2

Q2 is a leading provider of digital transformation solutions for financial services, serving banks, credit unions, alternative finance companies, and fintechs in the U.S. and internationally.

For more information,  
go to [Q2.com](https://Q2.com) or call  
(833) 444-3469.