

Payment Experiences That Improve Performance

Are digital payment options that important? You bet your bottom dollar.

Credit unions across the country are meeting members where they want to bank, and more than half of all credit union members use their credit union's transactional website. That's an 8.6-percentage-point increase over five years ago.

Electronic Bill Payments

Among credit unions with \$100M-\$500M in assets, 99.1% offer electronic bill payments.

These credit unions have a lower credit card delinquency rate compared to credit unions that do not — 1.03% versus 1.06%, respectively.

fun fact:

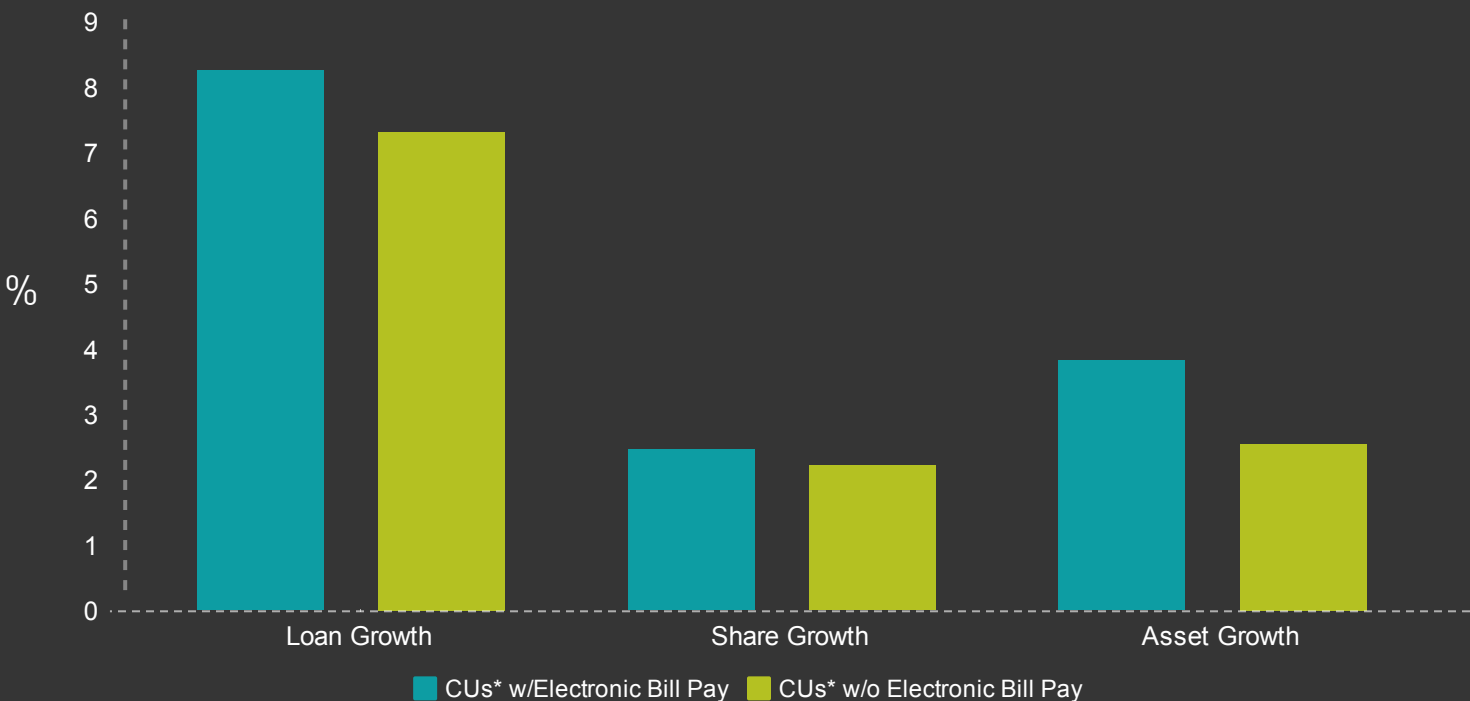
65% of total active digital banking users have an iPhone.

Source: Mobile Engagement Surpasses Internet Banking, Roy Urrico, Credit Union Times

8.3%

loan growth at CUs* that offer electronic bill payments; versus 7.3% at CUs that do not.

Growth



Mobile Banking

Among credit unions with \$100M-\$500M in assets, 96.7% offer mobile banking.

At 54.0%, share draft penetration is 9 percentage points higher at credit unions that offer mobile banking than at credit unions that do not offer mobile banking.

fun fact:

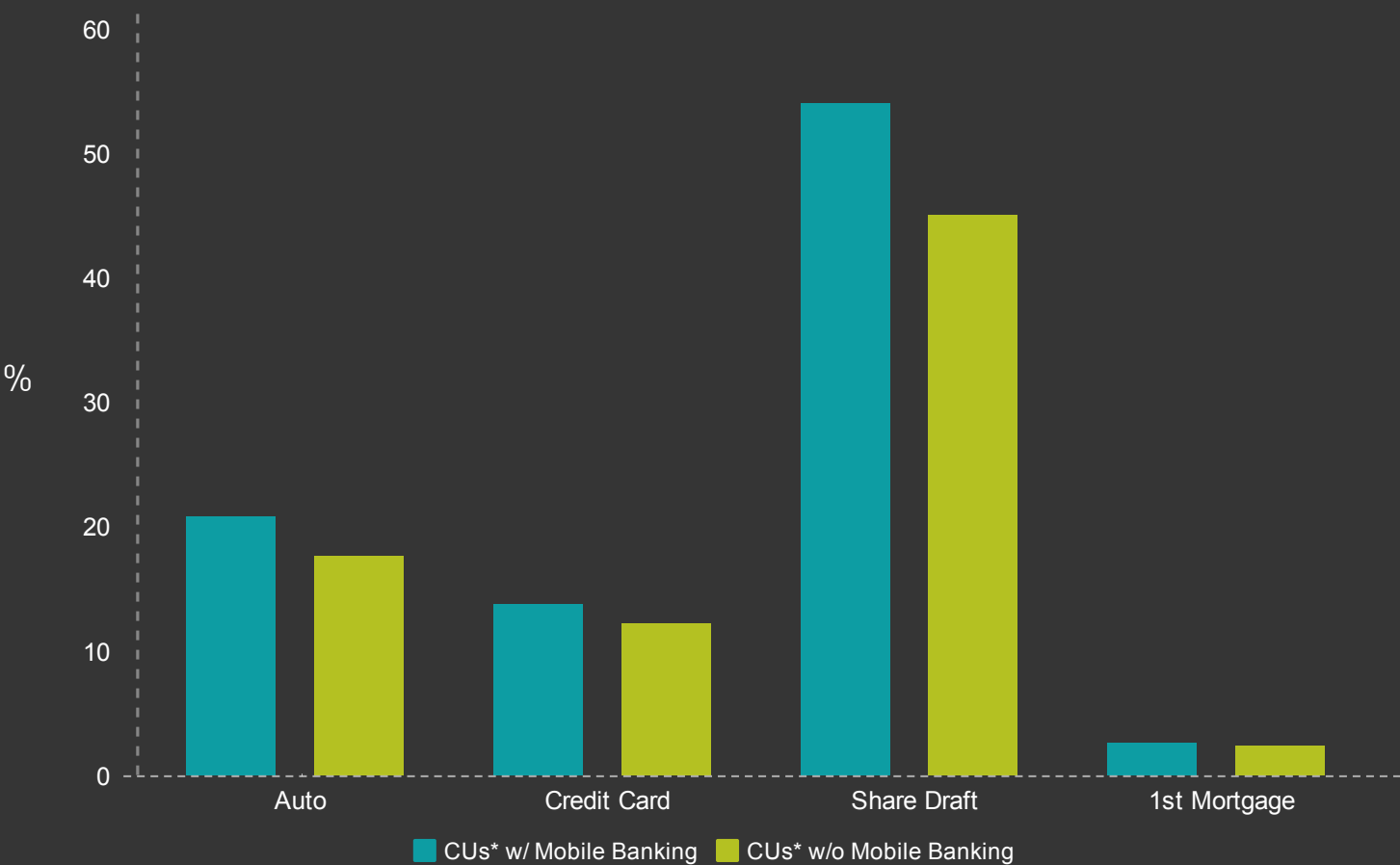
More than 27% of millennials use a mobile banking app to deposit checks, monitor balances, and pay bills.

Source: 4 Important Stats about Millennials and Mobile Banking, Salesforce

2.4

average number** of accounts/member at CUs* that offer mobile banking; versus 2.2 at CUs that don't.

Product Penetration



*Credit unions with \$100M-\$500M in assets.

**Number of loan and share accounts per member.

FOR U.S. CREDIT UNIONS | DATA AS OF 12.31.18
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