

CASE STUDY

BRAND/ USER EXPERIENCE

“This has been **the most successful 3rd party partnership** that my company has ever had and I value having been an integral part of developing the relationship.”

OJ Gilder, Vice President, IT and Marketing
A+ Federal Credit Union



The Problem

Due to a negative perception of their virtual banking offerings, A+ Federal Credit Union was experiencing underwhelming adoption of the digital channel. A Net Promoter Score of “detractor” for their online offerings prompted a search for a new vendor.

The Goal

To partner with a virtual banking provider that would help A+ FCU better serve their members by improving the overall quality, functionality and user experience of their digital banking offerings.

What We Did

After performing extensive due diligence, A+ FCU felt Q2's single platform best positioned them to provide cutting edge digital offerings now and into the future. Together, Q2 and A+ FCU implemented Q2's single platform, providing the credit union with a single system from which to administer their entire virtual banking ecosystem. By using the single platform for their online, mobile, and business offerings, A+ FCU is able to offer a modern, consistent look and feel across all virtual channels, with a single login across devices for their members.

The Results

As a result of implementing Q2's single platform, A+ FCU feels their digital offerings are not only cutting edge, but helping them meet their members' expectations. As a result, in their first Net Promoter Score survey since implementing Q2's platform, A+ FCU received their first ever "promoter" rating (an average score of nine out of ten or higher) for their online offerings, with over half of respondents rating their online channel a perfect 10 out of 10.

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