

“We chose Q2 because they are a true strategic partner, not just a vendor. They are continually innovating and progressing.”

Tim Green, Vice President of IT,  
Elements Financial Federal Credit Union



## The Problem

Elements Financial Federal Credit Union, a leading credit union in the Midwest with a highly mobile account holder base, needed to drive increased mobile adoption and usage.

## The Goal

To enhance their user experience by providing consistent look, feel and functionality across devices.

## What We Did

One year after going live on Q2's single platform for the online channel, Elements Financial deployed Q2's mobile apps, helping them:

- Consolidate from multiple products to a single solution for online and mobile
- Provide one login and consistent look and feel across devices
- Manage their virtual banking ecosystem from one admin console, simplifying support and training

## The Results

With very few physical branches, Elements Financial required a cutting edge digital experience to grow its market share. By deploying Q2's mobile apps and moving onto a single platform virtual banking solution, Elements is now able to provide a superior, consistent user experience, helping them realize a 155% increase in mobile interactions<sup>1</sup> from the first month on Q2's mobile apps to 12 months later.

<sup>1</sup> "Interactions" is defined as the number of unique transactions executed post-login from mobile (non-tablet) devices