

Credit Union of Texas

Switches to Digital Onboarding and Increases Direct Deposit Setups by 375%



Background

Credit Union of Texas (CUTX) wanted to ensure members made CUTX their primary financial institution. Knowing direct deposit is a key driver of primary financial institution status, CUTX leveraged the Digital Onboarding engagement platform to increase direct deposit and other service enrollment rates.

Prior to Digital Onboarding, CUTX was sending email blasts using an industry-leading customer relationship management (CRM) platform. The platform wasn't designed for financial institutions. The most recent group of members to receive a campaign from the old platform adopted services at the following rates within 90 days of account opening:

- Direct Deposit: 8%
- eStatements: 43%
- Online Banking: 79%
- SMS Opt-In: 0%



Campaign Goals

CUTX wanted their new checking activation campaign with the Digital Onboarding platform to meet or exceed prior adoption metrics.



Campaign Tactics

Using the Digital Onboarding engagement platform, CUTX sent members up to seven emails and six text messages encouraging them to enroll in various services. Each message linked members to their personalized Digital Onboarding microsite. Within each microsite, members were met with instructions on how to sign up for each service.



Email & SMS text links



Linked Personalized Microsites

About Credit Union of Texas

For almost 100 years, Credit Union of Texas has provided financial services to members throughout North and East Texas. Living out its vision to deliver an unexpected experience, CUTX has grown to over \$2.5 billion in assets. Most Texas residents may qualify for membership. In the last year, CUTX was recognized with the Communities Foundation of Texas "Be in Good Company" Seal of Excellence, voted the Best Credit Union in DFW from 2021-2023 by the readers of The Dallas Morning News, and named the winner of the Torch Awards for Ethics from both the Better Business Bureau Serving North Central Texas and the International Association of Better Business Bureaus. For more information about CUTX, visit www.cutx.org.



Campaign Tactics Visualized

CREDIT UNION OF TEXAS

0% Completed

Protect your identity and the planet. Enroll in eStatements.

Access eStatements three to five days sooner than mailed statements, and decrease your chances of becoming a victim of Identity Theft and Fraud.

You will receive an email as soon as your new eStatement is ready.

Sign up for eStatements by clicking on the eStatements tab after you log into Online Banking.

Enroll In EStatements

< Survey >

eStatement Enrollment

CREDIT UNION OF TEXAS

0% Completed

Let's get you paid John!

Jump-start your account setup by having all or part of your check deposited to your checking or savings account every month.

No forms to print out. Simply login to online banking and access our direct deposit tool. Within our secure tool login via your employer or payroll provider and we'll do the rest.

If you are unable to enroll in direct deposit using our secure tool in online banking, you can enroll manually with the following information

Our Address:

Credit Union of Texas
900 W. Bethany Drive Suite 500
Allen, TX 75013

Routing Number:

311079306

Account Number:

[click to reveal](#)

Direct Deposit Widget

CREDIT UNION OF TEXAS

0% Completed

Access your account from almost anywhere! Enroll in Online Banking.

On the go or in the house, it's easy to monitor your money, pay bills, transfer funds, apply for a loan and a lot more through our digital channels. It's the easiest way to take care of business so you can stay focused on the important stuff.

You'll need your member number:

[click to reveal](#)

Online Banking Enrollment



Campaign Results

At the 90-day mark, the results of this campaign met or exceeded the goals set forth by CUTX. With their Digital Onboarding campaign, CUTX members adopted services at the following rates:

- **Direct Deposit: 38%** (375% lift)
- **eStatements: 46%** (7% lift)
- **Online Banking: 78%** (1% decrease)
- **SMS Opt-In: 16%** (No prior results)

“These campaign results prove that having the right platform can dramatically impact our ability to achieve our goals! We lifted direct deposit enrollments by nearly four times, and we are seeing more members enroll in eStatements, saving the credit union money in paper costs. We’re so happy with the results!”

- Victoria Nakamura
Digital Marketing Manager

About Digital Onboarding

The Digital Onboarding engagement platform helps banks and credit unions turn account holders into engaged and profitable relationships. Email and text messages link customers and members to their personalized microsites. Self-service tools help them enroll in direct deposit in seconds, update default payment methods at places like Amazon and Venmo, adopt digital banking, and more.

Connect with us



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