

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%



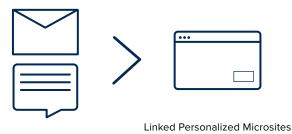
Campaign Goals

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

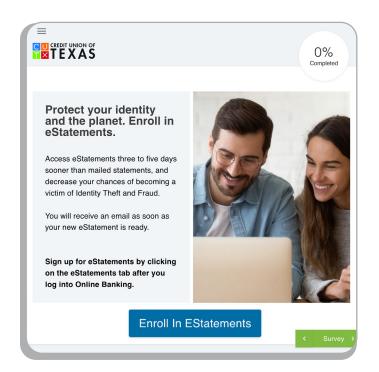
About Credit Union of Texas

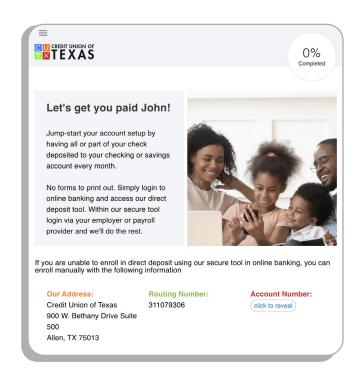
For almost 100 years, Credit Union of Texas has provided financial services to members throughout North and East Texas. Living out its vision to deliver an unexpected experience, CUTX has grown to over \$2.5 billion in assets. Most Texas residents may qualify for membership. In the last year, CUTX was 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.





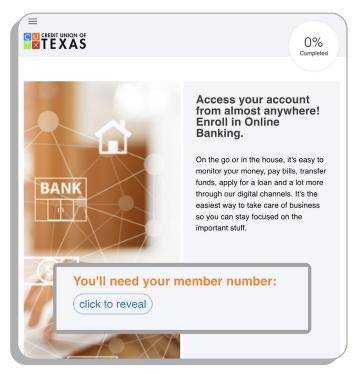
Campaign Tactics Visualized





eStatement Enrollment

Direct Deposit Widget



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 helm 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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