**lumin** DIGITAL | **credithuman**® A Federal Credit Union

# Credit Human: Delivering financial wellness

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Credit Human's mission is to free members from financial stress so they can be present for family, community, and work. The credit union helps people create "financial slack"—the money left from income after subtracting monthly expenses. Having enough slack means being able to pay for unexpected expenses and enjoy life without constant stress.

Credit Human has a network of Financial Health Centers designed to give members the individualized help they need to build more financial slack to get out of debt and reach their financial goals. Its network of Financial Health Centers is expanding into additional markets like New Orleans to serve members where access to financial services can be limited.

Credit Human's almost 250,000 members expect personalized service from their credit union—including a retail-like digital banking platform. However, the organization realized its legacy technology was creating a difficult and frustrating online experience for its users—and impacting growth.

## Old technology, infrequent upgrades, dissatisfied members

Member expectations are constantly increasing, according to David Schmidt, Credit Human's eServices Business Manager, in terms of their online experience, their in-store encounters, and the communication they receive throughout the journey. Members expect a seamless experience similar to what they get from retail stores, e-commerce, or even other financial institutions.

The problem preventing the organization from fully realizing its goals was its disjointed digital banking experience, which is the first exposure most people have to a financial institution. "It was a challenge to try to get new people in the door when you knew the experience was going to be so poor on the digital banking side," said David.

"We were at a disadvantage because we had legacy systems and processes that couldn't compete with a system designed from scratch for the best online experience," said David. Credit Human's mission of financial wellness wasn't being supported by their vendor, who provided no content or servicing around that topic for online users. Another issue was the disjointed online experience caused by disparate systems. "Our online and mobile systems were programmed and developed on two completely separate platforms," said Andrew Soravilla, Digital Services Product Manager, Credit Human. "The look and feel were completely different on each. Maintaining the systems was difficult, with no parity between the two."

Compounding these problems, the vendor only upgraded the system twice a year, with five new features in each upgrade. "With only two upgrades per year, you just can't keep up," Andrew continued. "There's too much advancement happening too quickly. Each time we'd upgrade, the members would be lost because we were trying to cram six months' worth of changes into one upgrade."

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## Now we can focus on enhancements and process improvements and all the things we just couldn't do before because we were spending all our time on testing and fixing problems.

**Andrew Soravilla**
Digital Services Product Manager, Credit Human

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Two final issues drove Credit Human to seek out a new solution. First, the original vendor was bought by another company that planned to sunset the old system, requiring clients to move to their new platform. Second, the credit union was hit with credential stuffing, a type of cyber-attack. Credit Human's system had millions of invalid logins per day

that would crash the servers, and the vendor had nothing in place to combat the issue. "There would be days you couldn't log in at all, or you could log in, but the system would be so slow that you couldn't complete a transfer," said Andrew. "And again, it was two systems, so if the online system was down, we'd tell everyone to log into mobile. Then that system would go down, and we'd tell everyone to go online."

David agreed, "The vendor was very inflexible about making changes to the platform. Our members were calling into the service center for help. The eServices team was spending a lot of time doing testing and troubleshooting. It was just a real drag on the whole organization. And with a 1.5-star app rating, it was obvious our members didn't like it at all."

## 100% uptime and a partner who listens

During their selection process for a new digital platform, Credit Human narrowed their choices to three, including Lumin Digital, but originally had another vendor in mind. "We didn't know much about Lumin," said Andrew, "but... they absolutely delivered the best and most coherent demo, and they spoke to everything we were worried about.

"One of our concerns was downtime," he continued, "not only because of credential stuffing but also maintenance. With our old system, we'd be down for three to four hours on the first Wednesday of every month for maintenance and then for six to eight hours twice a year to do upgrades. When we heard zero downtime from Lumin, frankly, we didn't believe it. But once we talked to Lumin's clients and heard that yes, the uptime really is 100%, that was the final selling point for us."

## Implementation: On time, in 9 months

Lumin's team of industry experts has over 240 years of combined experience and takes pride in maintaining 100% on-time launches.

"When the folks at Lumin said the implementation would be nine months, start to finish, that blew our

minds," said Andrew. "We thought there was no way it was possible. Credit Human had never implemented something of this size in such a short time and had never had an implementation finished on the planned date. We met our original deadline to the day."

Another benefit that originally caused concern for Credit Human was Lumin Digital's weekly product updates. "When we heard that in the demo, we all thought that we'd be doing regression testing 24/7," said Andrew.

"We had boxes and boxes of old iPads and tablets dating back five or six years," added David. "We had to test on all of those in the past. Now we do hardly any testing, and members don't even know this happens every Wednesday," Andrew said. "We can focus on enhancements and process improvements and all the things we just couldn't do before because we were spending all our time on testing and fixing problems."

## Focus on optimization

Members' increased engagement and satisfaction with Credit Human's online platform has enabled them to handle more transactions online, allowing the organization to shift its focus back where it belongs: on its financial wellness centers, where important planning conversations take place.

Credit Human tracks the adoption of digital banking by new members within 30 days and by existing members over time. It looks at operating costs per active member, fraud cases, and uptime of the system (always 100%). There is also an opportunity to review those members using email only to see if they can be transitioned to digital alert adoption instead.

Moving money and opening accounts are other areas where Credit Human saw an opportunity to improve and streamline their processes. For example, opening a share certificate for existing members, a process that historically has seen a lot of fallout, now takes under a minute.

The credit union now has time to focus on optimizing its system to enable the best user experience. Simple problems that they had to live with before can now be fixed—such as working with Lumin to build in an alert

specific to Credit Human, letting members know that if they change their address within 30 days, they can't order a debit card. Previously, the system recognized that the card couldn't be ordered but delivered no notification, leaving the member to assume the card was lost.

David has been focusing on improving the member dashboard. "In the past, we couldn't change the wording on a button, for example," he said. "The answer was always 'no—it is what it is.' Now one of the changes we've made was to the language on a button for adding external accounts. We asked for it on a Monday, and it was delivered on Wednesday. Since then, we've seen a 50% increase in people connecting external accounts."

"Our member satisfaction with the platform is very high. We've really turned this around, with a 4.9-star app store rating now, after starting at 1.5 stars," David continued.
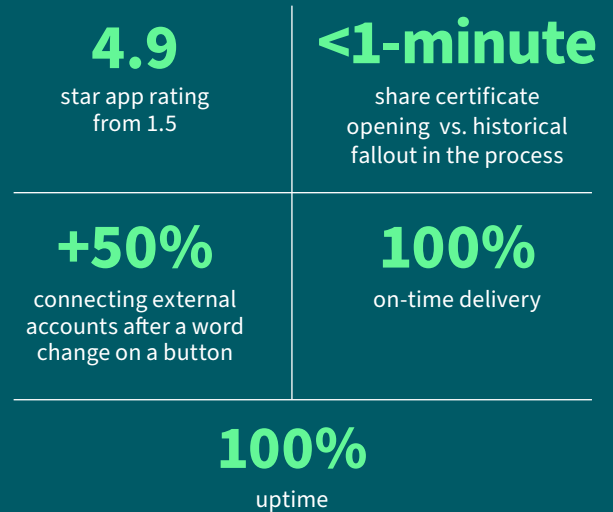
## Take Action

"For anyone considering a partnership with Lumin, I can definitely say that we've had a good relationship with them," said David. "It really feels like a partnership and that Lumin listens to us because we'll suggest something, and then the next Tuesday we'll see it on the list of things being developed."

**Learn more about how Lumin Digital can help your institution evolve without limits.**

Partner with our industry-leading team to accelerate growth, improve efficiency, gain a competitive advantage, and maximize your impact.

## Attract users and grow.

Credit Human moved to Lumin Digital's innovative, user-friendly platform to increase engagement and loyalty, allowing the credit union to better execute its goal of improving the financial wellness of its members.

**4.9**
star app rating
from 1.5

**<1-minute**
share certificate opening vs. historical fallout in the process

**+50%**
connecting external accounts after a word change on a button

**100%**
on-time delivery

**100%**
uptime

## The credit union has continued to grow in market share, deposits, assets, and loans.

↑**23%**
12-month market share growth
2x US avg

↑**23%**
12-month deposit growth
2x US avg

↑**19%**
12-month loan growth
5x US avg

↑**4.55%**
Total share & asset growth Q2'24
4x US avg

*FedFis. (2024, August 28). Performance metrics: Credit Human averages vs. U.S. averages, Q2 2024.

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