



BCU CASE STUDY

**BCU drives 5+% referral growth
and builds a channel-less banking
environment with Lumin Digital**

BCU drives 5+% referral growth and builds a channel-less banking environment with Lumin

BCU, one of the fifty largest credit unions in the United States, proudly serves more than 360,000 members. Originally founded to serve employees of Baxter Healthcare, BCU has since expanded to become the official credit union for companies like Target, UnitedHealth Group, GEICO, and HCA Healthcare, among other Fortune 100 organizations across the U.S. and Puerto Rico. The BCU field of membership includes employees and their families from these leading companies as well as individuals who live or work in Northern Illinois, Southern Wisconsin, and Puerto Rico, and subscribers of BCU's wholly owned Credit Union Service Organization (CUSO), Life. Money. You.®

BCU's commitment to member-first service and financial well-being defines its culture. The credit union's Net Promoter Score (NPS) has been in the top quartiles for years. More than half of BCU's employees are Certified Financial Coaches, and the organization aims to have 80% certified within the next year. Their mission goes beyond providing products; it includes building lasting relationships by supporting members' financial journeys.

Staying relevant in a rapidly changing digital landscape

All financial institutions focus on regulations, security, fraud, products, and balance sheets. "Going beyond those areas, we think a lot about two things," said Bhavna Guglani, SVP & Chief Digital Officer at BCU. "The first is relevance—the primacy of the relationship. When our members think about where to go for help, is BCU the name that comes to mind?"

The second area of focus for BCU is the pace of change in technology. "How do we leverage technology and now AI to stay committed to delivering our values?" Bhavna continued. "How do we seamlessly translate

Organization

BCU

Founded

1981

Headquarters

Vernon Hills, IL

Members

360,000+

Assets

\$6B+

Branches

49 distributed across the U.S. and Puerto Rico

Community Involvement

BCU supports various nonprofit causes through advocacy, employee volunteering, and monetary donations, with a focus on healthcare, financial education and empowerment, and community well-being. Life. Money. You. is BCU's free financial well-being program that provides tools and resources for members and subscribers to grow their financial expertise and reach their goals.

Website

bcu.org



"We liked Lumin's agile development process and weekly releases, as well as the very transparent roadmap. And we look for the same kind of commitments from our partners that we give to our members."



Bhavna Guglani

SVP & Chief Digital Officer
BCU

the personalized experience of a branch into a digital environment?”

As member expectations shifted toward intuitive, 24/7 mobile-first banking, BCU needed a digital platform that could evolve quickly and provide a stellar user experience.

“Our former provider gave us data on a daily basis, but it lacked the structure and compatibility needed for seamless integration and reporting,” said Dave Raleigh, Senior Channel Analyst for BCU’s Digital Services team. “It was funneled into our data warehouse, but the vendor didn’t have a robust reporting tool. It took a long time to run reports, and the interface felt outdated.”

Why BCU chose to partner with Lumin Digital

The team at BCU needed more than a vendor. They wanted a technology partner aligned with their long-term strategy and innovation roadmap.

Lumin offered:

- Cloud-first architecture compatible with BCU’s own cloud migration strategy
- Agile development and weekly releases, enabling fast delivery of member-requested features
- Rich, actionable data, including audit logs and navigation tracking
- SDK (software development kit) and micro app framework for building custom experiences
- A transparent roadmap and responsive collaboration

“There were things that were really compelling about Lumin,” said Bhavna. “It was cloud-first, which resonated with us. We liked the agile development process and weekly releases, as well as the very transparent roadmap. And finally, we look for the same kind of commitments from our partners that we give to our members.”

Importantly, the partnership gave BCU a voice in product development. “We look for partnerships where we have a seat at the table,” Bhavna said. “Lumin’s technology is solid, and the relationship also worked well for us.”

A seamless transformation and custom innovation

“Our CTO would say the transition to Lumin’s platform was uneventful in the best way,” said Bhavna.

BCU’s transformation included:

- Zero downtime
- Fewer than 20 post-launch support tickets
- A fast-follow phase instead of a long, drawn-out phase 2, because key goals were met up front

“The transition was smooth, with no downtime and little disruption to our members,” said Bhavna. “We don’t experience regular downtimes with Lumin that take the website completely offline. So, we truly are operating 24/7 today.

“The standard solution is feature-rich,” she continued. “But there’s also flexibility in building and customizing for our members. We’re hitting the sweet spot of a good user experience: a good app, and a robust SDK for building personalized user experiences.”



The standard solution is feature-rich, but there’s also flexibility in building and customizing for our members. We’re hitting the sweet spot of a good user experience: a good app, and a robust SDK for building personalized user experiences.

Bhavna Guglani

SVP & Chief Digital Officer
BCU

The custom solutions BCU has built include:

- **Refer-a-Friend Program**
Built entirely in the SDK, this self-serve referral program allows members to pick a personal link that they can share with friends and family. The program now drives 5-6% of all new member growth.
- **CD Renewal**
Previously only available in-branch or by phone, this functionality is now fully self-service and supports nuanced actions like partial rollovers and timed options.
- **Welcome Center Micro App**
Offers a personalized onboarding experience for new members—adapting in real time based on their activity and needs.
- **Financial Intent Capture**
A brief questionnaire embedded in the onboarding experience allows members to self-identify needs and goals. As a result, BCU saw a significant lift in direct deposit enrollments, as well as increases in eStatement enrollments and external account linking.

The results: High engagement and scalable growth

“One of the biggest benefits we’ve seen in the new platform is feature parity between mobile and web experiences,” said Bhavna. “With mobile-native users making up 70% of our membership, delivering a seamless mobile experience is crucial.”

BCU has taken advantage of Lumin’s partnerships and even facilitated some of them, including BioCatch, a company specializing in behavioral intelligence to detect fraud, and SavvyMoney, a leading credit score and financial wellness solution.

The credit union’s digital banking program is now driving measurable impact across the board:

- **89%** of daily logins come from mobile devices
- **20%** of all members log in daily
- **5-6%** of all new memberships are referral-driven
- Improved fraud protection



One of the biggest benefits we’ve seen in the new platform is feature parity between mobile and web experiences. With mobile-native users making up 70% of our membership, delivering a seamless mobile experience is crucial.

Bhavna Guglani

SVP & Chief Digital Officer
BCU

BCU’s digital experience is unified, responsive, and truly reflective of the credit union’s values and ambitions.

Three steps to a better transformation

When asked to advise other financial institutions considering a digital transformation, Bhavna listed three areas that made a big difference for BCU:

- “Previously, digital platforms could be standalones that didn’t necessarily talk to all the systems. That’s not the case now; digital is, or should be, very integrated into all your processes. So BCU invited all teams from across the organization to contribute to the requirements of the new system. We did this early, so they had time to figure out how the platform was impacting them and what they’d expect from a new solution.”
- “We built a ‘parity plus’ list. The last thing you want is to go through a process that takes months and then feel like you’re back where you started. You want members to feel the progress right out of the gate.”
- “Typically, you define a Phase 1 and push the rest to Phase 2. In our case, we identified our must-haves and a set of fast followers we planned to roll out within three weeks post-launch—reserving Phase 2

for later. However, with Lumin, we quickly realized we didn't need a Phase 2 at all."



We identified our must-haves and a set of fast followers we planned to roll out within three weeks post-launch—reserving Phase 2 for later. However, with Lumin, we quickly realized we didn't need a Phase 2 at all.

Bhavna Guglani

SVP & Chief Digital Officer
BCU

Looking ahead: Channel-less, intelligent, and secure

BCU is focused on creating a channel-less experience for members. They're also expanding integrations that deliver a 360° view of the member, including data from Salesforce and Marketing Cloud. Emerging priorities may include open banking, faster payments, and embedding fraud protection at every step while balancing access and speed.

BCU believes in their partnership with Lumin and has invested \$10 million in a Lumin client-driven funding round, reinforcing their commitment to co-innovation.

With BCU's deep knowledge of and relationships with its members and Lumin's cloud-native technology and speed to market, Bhavna and her team are well-positioned to drive the next wave of digital transformation.

"We wanted a platform that was stable, customizable, and future-ready," she said, "and that's exactly what we've found in Lumin."

Take action

Learn 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.



