



RED CANOE CREDIT UNION CASE STUDY

Transforming member growth through digital account opening with Lumin Digital and Alloy

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Red Canoe Credit Union is passionate about delivering financial equity and accessibility to all its members.

"We're focused on making business decisions that benefit the majority of our cooperative and improve our members' financial lives," said Amy Davis, Vice President of Marketing.

"A unique area we have been exploring is how to serve unaccompanied minors and help them open accounts. We've been working with different community groups to solve for that."

"One of the things that stood out to me in my first year at Red Canoe was our appetite for member data," said Jerrod Keller, Chief Experience Officer. "We have an advanced business intelligence function for a credit union of our size. It's a source of truth to pin down the best way for us to frame our problems and execute on them."

A growth circle that wasn't big enough

One of those problems was how to increase growth safely, without exposing the credit union to fraud risk. The credit union serves members across a sprawling footprint in Washington State. Half of its branches sit in the Pierce-King County corridor. Two large counties in the middle have no physical presence, and the rest of the branches cluster in the Cowlitz market to the south.

"In order to grow, digital acquisition had to become a huge priority," said Jerrod. "We were limiting ourselves to people who were willing to drive to a branch. That was our growth circle—and it wasn't good enough."

The digital front door existed, but it wasn't working. Only 36% of started applications were ever completed.

Organization

Red Canoe Credit Union

Founded

1937

Headquarters

Longview, WA

Members

60,000+

Assets

\$1.2B

Branches

11 throughout the Northwest

Community Involvement

Red Canoe is dedicated to passionately helping their members thrive. The credit union's impact includes business lending, education, donations, scholarships, and volunteerism across its community.

Website

redcanoecu.com

The process averaged more than eight minutes, workflow customization was limited, and 100% of applications were routed for manual review.

"We had a lot of volume on our previous platform but very little completion," said Amy. "We tried to rework the process multiple times to increase pull-through but weren't successful."

"The old process to enroll someone in online banking was difficult," said Erik Halvorson, Digital Service Delivery Manager. "It would be manually reviewed, maybe approved a few hours later, and then we had to contact the member and say, 'Here's your member number—make sure you save this so you can type it in when you click register.' It was completely manual and disconnected."

“We even had a customized letter in DocuSign, but nobody reads all the documents in DocuSign—they just sign and close it,” Amy added. “We ended up with a lot of phone calls asking, ‘What’s my member number?’ It was a real roadblock.”

An end-to-end path and an execution partner

Red Canoe needed a digital account opening solution with auto-approvals, seamless enrollment and onboarding into digital banking, and marketing tools that could reach members inside the platform they already use. Lumin’s Digital Account Opening solution—integrated with Alloy for identity verification and fraud detection—offered that connected path.

Red Canoe also valued what came with the technology. The credit union operates with a strong data culture and a leadership model built around member experience. They needed a partner that would reliably execute alongside them.

From 100% manual review to trusted automation

Automation with Lumin meant a fundamental shift in how Red Canoe processed applications—and that required trust.

“It was scary, for sure,” Erik said. “For the first six months, we looked at every single application to make sure we could tweak things and adjust workflows. We’ve now reworked how apps are processed. One person specializes in manual reviews; another specializes in declines and adverse action decisions.”

One step proved especially effective. The team back-tested a batch of applications from the old system through the new Alloy-powered workflow.

“Allowing the staff to see that 64% of the back-tested approvals would be auto approved built confidence in the process,” Amy said.

The digital group in the contact center, freed from reviewing every application, now redirects time to ITM



“Before, 100% of applications were manually reviewed. Now we review about 20%. That gives staff more time to focus on onboarding and higher-value member interactions.”



Erik Halvorson
Digital Service Delivery Manager
Red Canoe Credit Union

(interactive teller machine) calls and deeper dialogue with members.

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More members, less friction, stronger engagement

Digital membership growth. Red Canoe saw an 81% increase in new online memberships that were open and fully funded.

“As far as application starts, we didn’t see a massive increase,” said Amy. “That’s more of a function of Marketing spend. What changed, however, was application completions, and that’s where we saw the difference.”

Submission rate. The percentage of applications that were started and submitted jumped from 36% to 71%, driven by a shorter, smoother experience that cut average completion time from more than eight minutes to about five.

Operational efficiency. Seventy-four percent of all applications submitted, whether approved or declined,

are now auto-decided. Of those that are approved, 80% are auto-approved. When applications do require review, staff have far better tools.

“Our previous platform didn’t offer ways to evaluate applications,” Erik said. “Now we have Socure and other data solution offerings in Alloy within the Lumin platform that give reviewers a lot more tools. If an application goes to manual review, staff know exactly what they need to look at to approve or deny it.”

Fraud detection. Before Red Canoe adopted Alloy’s Fraud Attack Radar, a bot attack slipped partially through. When a similar attack occurred after implementation, the system caught it, and the team activated a “Stop the Bleed” protocol that added friction and removed auto-approvals in one click.

“Before, we didn’t know something was fraud until it happened,” Erik said. “Then we had to restrict products—no mobile deposit, low external transfer limits—and that impacted good members. Fraudsters would sometimes just wait six months until restrictions were lifted.”

Now with Lumin and Alloy, Red Canoe can identify fraudulent applicants before they get inside the door and before any monetary transactions occur.



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Amy Davis
VP of Marketing
Red Canoe Credit Union

Digital adoption and eStatements. “Our digital banking adoption rate for new members in the first 30 days, percentage-wise, used to be in the low 60s,” Amy said. “Since the system now drops auto-approvals straight into digital banking, 80% enroll in online banking at account opening.”

eStatement enrollment has reached the high 90s. “Now when you go into online banking, you’re automatically opted into e-statements. You can opt out, but it’s part of the workflow,” Amy said.

In-app marketing that converts. With Lumin’s CMS, the marketing team launched a January campaign encouraging members to start an emergency fund by opening a secondary savings account with auto transfers.

“The goal for our marketing campaign was a 250% increase in new secondary savings account openings,” Amy said. “We ended up at around a 1055% increase over the previous 12-month baseline because members could click, open the account, name it, and start an auto-transfer to fund the account immediately. The friction was gone.

“Our members visit our website and log in immediately—they’re not browsing our homepage,” she added. “CMS puts messaging directly in their hands, two to three times a week. We can target based on member needs or demographics.”

Deep linking amplified the impact. “We can send members directly to a form,” Amy said. “We launched a new checking account with a one-step conversion form. Marketing doesn’t have to explain a long workflow. Members click, submit, and they’re done.”

A new way of thinking—and building

The numbers matter. But for Red Canoe’s leadership, the deeper shift is organizational.

“With the prior tools, we were flying blind,” Jerrod said. “Members would go into the old application and it was a black hole. We had no indicators, no mitigation tools. Now

we have a trusted data source and real insight. It was a quantum leap. We have levers and insights we didn't have before."

"When you have systems that are stifling, you build a culture of 'no,'" Amy said. "After launching Lumin, we're instead building a culture of curiosity—'How could we do this differently? How could we make this easier online?' It's shifting from telling members to call us to asking, 'How can we build this with a digital delivery?'"

"Our digital banking on Lumin is built for the person on the couch," Erik added. "It's for the person who thinks, 'If I have to get up and grab my wallet, I'm not doing it.'"

Take action

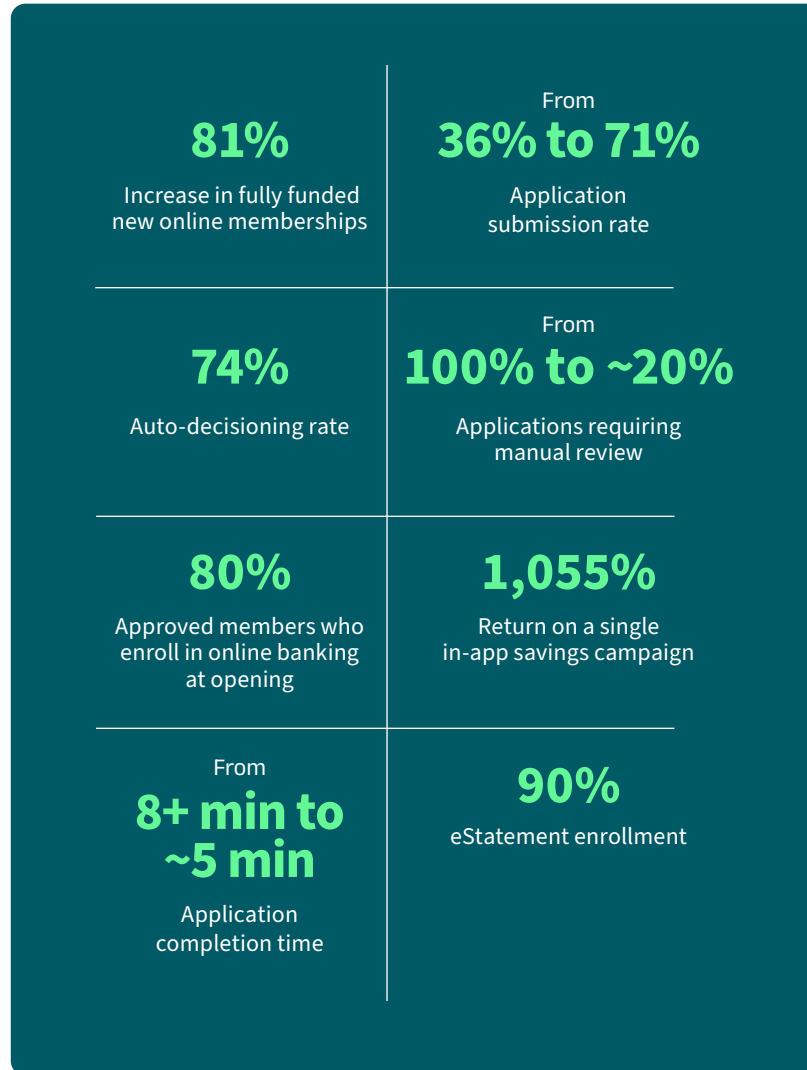
Want a connected digital experience that drives member growth, automates decisioning, and deepens engagement—without giving up control of your roadmap? Let's talk.



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Jerrod Keller
Chief Experience Officer
Red Canoe Credit Union



About Alloy

Alloy helps credit unions future-proof their identity risk management to accelerate the safe delivery of great financial products. Alloy's configurable solutions for fraud, credit and compliance risk, and extensive ecosystem of data partners seamlessly integrate with existing technology, keeping credit unions in control of their identity decisions. Alloy makes it possible for credit unions to deliver a great member experience while reducing fraud rates and staying ahead of the pace of fraud attacks.

