



TAPCO CREDIT UNION CASE STUDY

Building a digital branch that converts community into users with Lumin Digital

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TAPCO Credit Union was founded as an employee credit union for Tacoma-Pierce County, and its mission hasn't wavered.

"We've been rooted in the South Sound for over 90 years," said Jeremy Mandery, Chief Retail and Lending Officer. "We support people, places, and programs that make our region strong. It's not just a slogan—we walk the walk."

That commitment runs deep: no-barrier checking accounts, and partnerships with local colleges, teacher groups, firefighters, police, and hospital employers. TAPCO holds an MOU (Memorandum of Understanding) with the largest private hospital employer group in Washington State—a deal that reflects the committed partnership between the two entities.

"We continue to focus on serving those who serve," Jeremy said.

The gap between community impact and user growth

TAPCO spends heavily in its community. Between events, outreach, and partnerships, there are thousands of people engaging with the brand. But there was no digital path to convert that engagement into membership.

"You couldn't add digital accounts off-site," said Jeremy. "Remote delivery wasn't possible. We were leaving opportunities on the table."

Without digital account opening, anyone who found TAPCO online, heard about it at an event, or wanted to join outside branch hours had one option: come in between 9 and 4:30.

"Not having that 24-7 availability was a problem we kept

Organization

TAPCO Credit Union

Founded

1934

Headquarters

Tacoma, WA

Members

31,000+

Assets

\$719M+

Branches

6 in the South Sound region

Community Involvement

From financial education and nonprofit partnerships to local events and equity-focused initiatives, TAPCO works to uplift and invest in the communities they call home.

Website

tapcocu.org

hearing about," Jeremy said. "You don't have a choice—you're losing business by not having that channel open."

The employee experience was equally compromised. Staff who wanted to recommend TAPCO to family and friends couldn't deliver on it.

"I was always sharing how great TAPCO was—but people who wanted to join couldn't convert unless they came into one of our six branches," Jeremy noted.

Jacob Rose, Director of Marketing, put it plainly: "Before, it was always, 'It's a great rate.' Now we can talk about our digital banking and say, 'We have great technology.' That was always a trade-off. Now we have strength in both areas."

What non-negotiable looked like

When TAPCO evaluated digital banking platforms, their previous system had run its course—limited features, inconsistent experience between desktop and app, and infrequent updates.

“It was like, ‘this is what you get,’ Jacob said. “Very few updates, and features coming to the end of life. We were looking for a platform that could continuously evolve with us.”

Digital account opening wasn’t the primary driver—Lumin’s connected platform was. But the integration of DAO within digital banking proved decisive.

“The seamless integration was the benefit,” Jacob said. “There are some where it’s a separate company doing DAO. Having it all in one place—that made our decision.”

For Jeremy’s team, the must-haves were specific:

- A top-tier user experience on web and in app
- A partner collaboration with existing vendors
- Trackable metrics and reporting
- Embedded fraud tools
- A solution that wouldn’t require heavy customization or ongoing IT lift.

“We have about 100 employees—small but mighty,” Jeremy said. “We don’t have folks with a large capacity to go in and program systems. We needed something that wasn’t going to take a large effort to set up or maintain.”

Fraud capability was table stakes. TAPCO had never offered digital account opening partly because the tools available through their previous provider weren’t sufficient.

“We needed native fraud tools that don’t take a second step—that somebody doesn’t have to manually do,” Jeremy said. “That was part of why it took us so long to turn on digital account opening.”

Lumin’s pre-built integration with Alloy—which handles identity verification and fraud detection natively within the platform—met that requirement without adding workflow complexity or a separate login.



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Jacob Rose

Director of Marketing
TAPCO Credit Union

The three metrics that would define success: time to completion, automated decisioning percentage, and conversion rate.

“We did not want to have to hire 10 staff members to run this program,” Jeremy said. “We needed it to run efficiently.”

The partnership approach mattered too. TAPCO’s culture is built around relationships, not transactions.

“Lumin’s presentation stood out—not a sales pitch,” Jeremy said. “Instead, it was ‘How can we help you?’ and ‘We’ll be here in the future.’ That partner relationship philosophy is big for us.”

Results—including a new branch that didn’t exist nine months ago

TAPCO launched DAO approximately nine months ago. The results since are unambiguous.

A new channel ranked #2 in membership volume.

Year-to-date 2026, 20% of new memberships have been opened online. If digital account opening were treated as a branch, it would rank second in volume across TAPCO’s six-branch network—adding to branch-opened memberships, with no cannibalization.

“Digital adoption has been completely accretive,” Jeremy said. “We really haven’t lost any in-branch membership opportunities. The people we’re getting online weren’t coming in—they were just skipping us.”

A steep rise to fully funded. Among Lumin’s DAO clients, TAPCO has risen most steeply and quickly to funded status—from 68% funded at day 7 to 88.5% at day 30 to 94% at day 90. Jeremy attributes it to internal commitment and a disciplined follow-up program.

“When we converted to Lumin and turned on DAO, we didn’t yet have a fully built-out digital team,” he said. “The decision was made that our branch staff—managers, senior MSRs (Member Service Representatives)—would own follow-up and communication. They showed a real commitment to not losing any of these conversions.”

Every operational improvement since launch has reinforced the results.

“Since go-live, each pivot—what I call a trust point—has led to higher funded rates and faster opening times,” Jeremy said. “On day one, we went in skeptical. Do we trust the fraud tools? Do we trust the automated decisioning? The team was looking at 100% of every



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application, even instant approvals. Now we’ve learned to trust the system.”

Staffing from 3 FTEs to 1. At launch, TAPCO assigned three full-time resources to digital account opening. That’s now down to one—with a newly formed digital support team picking up the work and the branch network largely removed from the process.

“Over the course of 6 to 12 months, we’ll go from three full-time resources to one to someone available when needed,” Jeremy said. “Not needing full-time employee capacity to support the program is huge for us.”

Digital banking enrollment up 21 points. Overall digital banking enrollment has grown from 51% in December 2024 to 72% as of February 2026. For users who open accounts through DAO and receive instant approval, enrollment in digital banking is automatic—and the opt-out rate is essentially zero.

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Fraud performance: meeting expectations for the win. Since TAPCO had no previous DAO to compare against, the metric here is whether Alloy’s tools are performing as promised.

“Will it catch synthetic ID? Will it catch weird IP addresses from outside Washington State? We’ve measured against the SLAs and expectations, and it’s meeting them,” Jeremy said. “To me, that’s positive news.”

Cross-sell through SavvyMoney. Lumin’s integration with SavvyMoney—which lets users view their credit score and see personalized offers for debt consolidation loans, HELOCs, and balance transfers directly within digital banking—has become a meaningful cross-sell driver.

“I think it’s great,” Jeremy said. “A user can see their credit score, see how they can improve it, and by the way, our tools and products are built right in. It’s a real collaborative effort.”

Targeted campaigns outperforming traditional channels. Jacob’s marketing team now delivers loan campaigns with precision that direct mail can’t match. A recent debt consolidation campaign in January and February hit three times the stated goal.

“Credit card campaigns have seen a 4% response rate, compared to 1.5% via paper mail,” Jacob said. “We can do something in minutes now that used to take hours, and have it targeted.”



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An ongoing partnership after launch. Lumin’s partner model has remained constant. TAPCO’s dedicated Lumin account executive checks in at least once a month.

“He’s really good about saying, “if you want a custom widget, here’s the cost, here’s the time. If you want to get three other credit unions who are interested, this is a feature, not a break-fix,”” Jeremy said. “I don’t ever feel like we just get vague answers. We get transparent information, which helps us make quick decisions.”

What’s next

TAPCO has a clear line of sight to more. Sub-accounts and joint ownership accounts just went live, reducing branch foot traffic for transactions that users can

now self-serve. Push provisioning for digital wallets has a 12% cardholder adoption rate, with plans to grow it. TAPCO is integrating with Larky, Lumin's push notification partner, which delivers 7-10x the results of traditional marketing through tailored nudges to users' phones based on their behavior, needs, timing—and real-time location.

"That just adds more targeting capability," Jacob said. "For instance, if someone is at a car dealership, we can send a message reminding them to apply for an auto loan with TAPCO."

Jacob has submitted feature requests that have shipped.

"I've seen things come through that I requested," he said. "Lumin listened."

The weekly release cadence—once a potential concern—has become a competitive advantage.

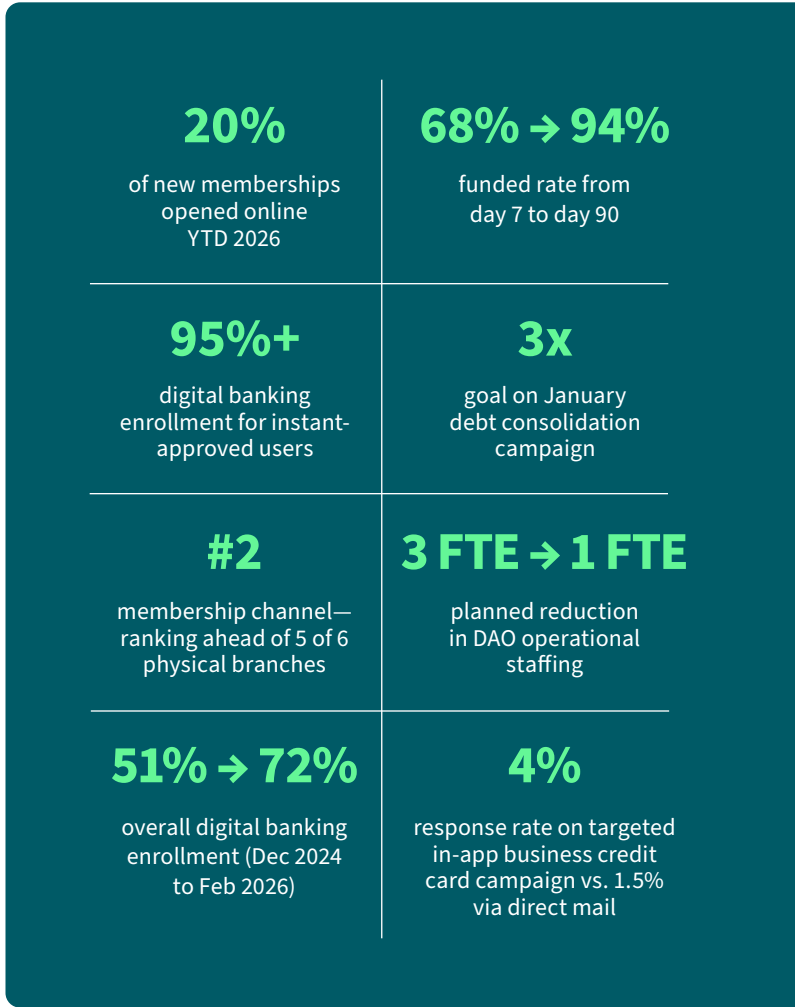
"The weekly updates make it feel like little nuggets," Jeremy said. "Sometimes a user will reach out about a new feature before we've had a chance to communicate it, but I will always take improved features and benefits over a six-month update with 55 changes."

For Jeremy, the summary is simple.

"Lumin created a strong digital branch ecosystem for us," he said. "It's efficient, it's effective, it helps us convert community investment and off-site sales opportunities into organic new user growth."

"When users say, 'I bank at a small credit union, but the features and benefits are the same thing I get on my Citi app and my B of A app'—they become spokespersons," he continued.

"You can put your money in a place that helps others, and you don't have to take a step back on products or technology. That's pretty powerful."



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