

# Building a Better Member Experience and Fueling Engagement with Q2

## Key Challenges

Looking to satisfy a tech-savvy membership base that knows a good user experience when it sees one, Stanford FCU tapped Q2 to re-imagine the credit union's user interface as a simpler and more engaging tool.

"People expect great digital experiences now that more and more is happening digitally, and they're not just comparing us to other financial institutions, they're comparing us with Amazon," Stanford FCU Chief Product Officer Brian Kissel said. "As a result, we're constantly looking for ways to make the user experience much more intuitive."

Along with a sleeker overall member experience, Stanford FCU sought to offer new services through Q2's Innovation Studio. For example, making international funds transfers faster, better and cheaper, as well as to develop a gamified member rewards dashboard expected to fuel member engagement.



## About Stanford Federal Credit Union

**Headquarters:** Palo Alto, Calif.

**Assets:** \$3.6 Billion

**Current market:** Serving members from the Stanford University community and employees of about 100 technology companies based in Silicon Valley such as Google, Facebook, and Tesla.

Stanford Federal Credit Union has been an industry innovator and continues to stay ahead of trends by transforming the user experience to meet the expectations of its tech-savvy membership base.

**We're constantly looking for ways to make the user experience much more intuitive – from letting the members do what they want to do as effectively and efficiently as possible, but also to make it fun and engaging.**

**Brian Kissel**

Chief Product Officer, Stanford Federal Credit Union

# Results

**New dashboard** for **better user experience** and **increased utilization** of features and capabilities **launched in just six months**

**Gamified** member engagement **experience** through **re-imagined membership rewards dashboard**

**Increased** the number of **transfers** to **international banks** with **more currencies**

## Solutions

As Stanford FCU has extended its partnership with Q2, the credit union has leveraged the Q2 Innovation Studio to redesign its user interface and add critical features that have combined to create a more engaging member experience.



### New Levels of Engagement

With the Q2 platform, Stanford FCU has been able to deliver a more engaging user interface that has transformed member perception.

"We see reviews on Yelp and Facebook and other social media platforms where members are expressing appreciation for the redesign of the user experience," said Kissel. "We also see that some of the features and capabilities that were less utilized are being more utilized."



### Making Membership Rewards Fun

Q2 made it possible for Stanford FCU to build a membership rewards dashboard that incorporates gamification in order to improve member engagement.

"We worked with the Q2 SDK team and Innovation Studio to come up with a collaborative design that met our objectives," said Kissel. "What used to be just a basic Excel spreadsheet table is now much more informative and engaging."



### In Pursuit of Improvement

With the marketplace demanding constant improvement of the member experience, Stanford FCU is pursuing many opportunities to further leverage Q2, such as making more use of clickstream analytics to measure the customer journey. "Much more functionality has become need to have, not nice to have," said Kissel. "The table stakes for all financial institutions are going up all the time, which makes innovation and execution that much more important."

"We're a lean organization with a modest development team. Q2 allows us to punch above our fighting weight, and that's good for Stanford FCU and our members."



### Smoother International Wires

Stanford FCU was able to supplement an outdated international wire transfer service with a streamlined mechanism thanks to a partnership with Wise (formerly TransferWise) and Q2. "We've certainly seen an uptick of more international transfers," said Kissel.

"We've seen increased adoption as we've added currencies and have done more promotion of the offering."

For more information go to [Q2.com](https://www.q2.com) or call (833) 444-3469.