

Online and Mobile Banking - Moving from Transactions to Member-Centric Solutions

Without a doubt, the digital channels are not about focusing on rudimentary transactions - they have transformed into a way to deliver a full view of the member's finances around the clock. It is about making members' lives easier by allowing them to effortlessly pay bills, scan checks, and generally manage their money at home, in the office and on the move. In this new member-centric paradigm, the goal must be for credit unions to provide branch-like functionality across all channels.

Delivering a full range of mobile financial services is critical for credit unions right now and should be high on their project and budget list for the near future. Mobile bill pay and mobile remote deposit capture are top priorities for 2013, and mobile payments must also be on the radar. While it is true that no one really knows where the mobile wallet is exactly headed, it is imperative that credit unions not get disintermediated by third-party providers.

To help credit unions navigate these rapidly changing waters, we developed our MōPRO initiative that includes emerging technologies such as EMV and mobile and digital wallets. Here are some concrete examples of our commitment to being an industry leader in payments:

- * PSCU is the first payments industry leader collaborating with Google to bring Google Wallet to the credit union market
- * We partnered with MasterCard to implement MasterCard's MasterPass™ digital wallet service for Lake Trust Credit Union - they were the first credit union in the U.S. to deploy this leading edge service
- * Our participation with Visa and their V.me digital wallet service reflects our commitment to continue giving Member-Owners multiple options for engaging members in the payments value stream
- * We were industry leaders in offering Mobile Bill Pay capabilities so that our existing PayLynx Bill Pay users can make one-time payments, manage pending payments and view payment history using their mobile device anytime, anywhere

We have made it easy to white label these innovative offerings so that the credit union member sees it as coming directly from their credit union. This keeps the credit union top of mind, while helping the credit union build wallet share.

Whether via mobile, online or tablet, members want the same functionality and overall positive experience on every device. Credit unions need to take advantage of the strengths of each device, e.g., there is more real estate on a tablet so members will want to use that differently than their small screen smartphone. To accomplish this and keep application development costs down, we are increasingly turning to HTML5, which is able to appropriately render content for each device.



Jeremiah Lotz
eCommerce Director

At PSCU, we are very much focused on delivering a positive, consistent and full featured member experience across all channels. As the leading CUSO in the nation, we intimately understand the credit union movement and strive to make it easy for credit unions to expand their services, drive revenues and increase their membership base. We not only provide world class products and services, we help credit unions market and support those offerings. Case in point: our Total Member Care contact centers give members 24/7 access to Internet/mobile banking assistance, help desk support, bill pay services, and much more. Our Member-Owners that utilize our Internet and mobile banking platforms enjoy enhanced revenue, relevance and market share, which is why so many credit unions choose to partner with PSCU.



Jeremiah Lotz directs PSCU's initiatives to empower the company's Member-Owner credit unions with innovative and engaging eCommerce solutions. Jeremiah leads an experienced team of solution developers, implementations professionals and product managers dedicating to delivering PSCU's electronic banking, mobile banking and online bill payment services. Jeremiah also manages the strategic relationships PSCU forges with leading payments technology providers to ensure Member-Owners have access to world-class platforms and solutions that build profitability and loyalty. Jeremiah has over 15 years of experience in the financial services industry, including positions at CheckFree Corporation in Operational Relationship Management and at Huntington Bank as Product Manager for Retail Online Transactions. Jeremiah earned his master's degree in Business Administration and a bachelor's in Business Management from Franklin University.