

◀ ClickSWITCH ▶ | Case Study


Dupaco Community Credit Union drives active and engaged members using ClickSWITCH

Dupaco Community Credit Union is fueled by an intense desire to enrich members' lives. The company's mission is to improve its members' financial position and build valued relationships by delivering personalized financial advice, products, and services.

Dupaco was exploring ways to improve the member experience while also boosting deposits and increasing the number of primary account holders. The credit union implemented the ClickSWITCH platform in 2015. Since partnering with ClickSWITCH, the institution has seen a steady increase of deposits and an increase in primary account holders.

Dupaco Community Credit Union also implemented a core integration with Finastra Phoenix EFE's platform which allows for automated enrollment into the ClickSWITCH platform, providing a seamless experience for members and provides additional efficiencies for the institution.





“We have seen great results from using ClickSWITCH throughout the years, so it made sense to make using ClickSWITCH even easier for both our members and employees with core integration and single sign-on. We’ve continued to see results from ClickSWITCH and are very happy with our relationship.”

- Tami Schepler, Vice President of Member Experience,
Dupaco Community Credit Union



Solutions

- ClickSWITCH
- Core Integration with Finastra Phoenix EFE

Results

- Dupaco is a forward thinking institution that knew that providing a service to increase deposits and convert new primary account holders would be impactful for the institution. Dupaco partnered with ClickSWITCH five years ago because it liked the streamlined nature of the technology. With ClickSWITCH's solution, Dupaco was able to provide convenience to new members and gain key insights into members' products utilizing ClickSWITCH's robust reporting to provide better service.
- In October of 2018, Dupaco deployed core integration with Finastra Phoenix EFE to make ClickSWITCH even more seamless for account holders. When Dupaco implemented these solutions they saw higher use and engagement within the solution. In just a few months, Dupaco saw incredible results.

11%
increase in
active checking
accounts

82%
direct deposit
capture rate

56%
increase in
switches

