

◀ ClickSWITCH ▶ | Case Study

Notre Dame Federal Credit Union launches ClickSWITCH, creating explosive deposit growth

From humble beginnings operating out of the night watchman's office in the Main Building on the campus of Notre Dame, Notre Dame Federal Credit Union has grown into a national financial institution with assets of over \$470 million, serving over 57,000 Member-Owners from all 50 states.


Using ClickSWITCH's digital deposit growth solution, Notre Dame Federal Credit Union was able to exceed its deposit growth goals by 500% by making switching direct deposits and automatic payments simple. With ClickSWITCH, the credit union was able to rapidly and consistently gain new primary account holders and increase profitability.

89%
Direct Deposit
Capture Rate

Exceeded Deposit
Growth Goals by
500%

600%
Increase in
Direct Deposits





“To see a significant change in deposits and loans typically takes a couple of years. With ClickSWITCH, the change was overnight. We went from a manual lengthy process to a fast, automated process. It took us 30 days to get started, 60 days to see progress, and 90 days to create a deposit machine. ClickSWITCH is the most effective vendor that we have implemented. We have made ClickSWITCH the law of the land and the results speak for themselves.”

- John Wilkening, Chief Retail Officer,
Notre Dame Federal Credit Union



ClickSWITCH makes Notre Dame Federal Credit Union more successful

Here are the keys to their success

Challenge

Gain an advantage over competition and increase deposit portfolio, engaging existing members and winning new ones.

Solution

- The solution increased the deposit portfolio by capturing direct deposits using an automated process.
- By implementing ClickSWITCH, Notre Dame Federal Credit Union quickly saw an increase in primary account holders, seeing a 600% increase in direct deposits and capturing 89% of new members' direct deposits.

Challenge

Maximize new primary relationships by converting loan customers into PFI relationships.

Solution

- Notre Dame was able to convert indirect loans into primary account holders by actively marketing to members that had mortgages, auto loans, or personal loans with the credit union.
- By utilizing ClickSWITCH, Notre Dame was able to increase primary account holders and saw deposits and loans grow in tandem.

Challenge

Achieve adoption of ClickSWITCH by employees and create a culture that embraces ClickSWITCH internally.

Solution

- To aid in success, the credit union found the most skilled employees using ClickSWITCH and made them trainers. The trainers traveled to branch locations providing training, guidance, and answered questions from staff.
- An employee incentive program was implemented and employees were rewarded when switching a deposit using ClickSWITCH.

