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## **UMassFive College FCU Sees Increase in Digital Banking and Payment Adoption after Adding Integrated Solutions from Fiserv**

- 1 Corillian Online<sup>®</sup>, CheckFree<sup>®</sup> RXP<sup>®</sup>, Popmoney<sup>®</sup>, and AllData<sup>®</sup> PFM integrate with current solutions from Fiserv for a unified user experience
- 1 Enhanced digital capabilities help members complete key banking and payment tasks where they live and work, even far away from branch locations
- 1 Customer adoption of online and mobile banking and payments has increased following implementation of the new, integrated services

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv, Inc.](#) (NASDAQ:FISV), a leading global provider of financial services technology solutions, today announced that UMassFive College Federal Credit Union (UMassFive), a \$400 million asset credit union with a field of membership that includes employees and students of Amherst College, Hampshire College, Mount Holyoke College, Smith College and the University of Massachusetts, has deployed a suite of digital banking, payments and personal financial management (PFM) capabilities from Fiserv. Adoption of online and mobile banking and payments has increased following implementation of the new, integrated services, indicating that a unified experience is a significant factor in driving digital engagement.

UMassFive implemented Corillian Online<sup>®</sup> for online banking, CheckFree<sup>®</sup> RXP<sup>®</sup> for electronic bill payments, the Popmoney<sup>®</sup> personal payment service and AllData<sup>®</sup> PFM. The credit union already utilized Mobiliti<sup>™</sup> from Fiserv for mobile banking and Mobile Source Capture<sup>™</sup> for remote deposit capture, having launched these services in 2013 and 2014, respectively. The tight integration of these digital banking and payment capabilities with the credit union's existing Portico<sup>®</sup> core account processing platform from Fiserv, as well as with each other, was a key factor in the credit union's choice.

"On a scale of one to 10, UMassFive viewed the importance of integrating account processing and digital channels with one vendor as an 11," said Jon Reske, vice president, marketing, UMassFive College FCU. "When it comes to services that our members use every day, our goal is to deliver the very best user experience. Tighter integration facilitates a better experience, such as the ability for members to use one set of credentials across all services."

Just two months after implementation, online banking adoption had risen from 39 percent of members to 42 percent. In the same period, Mobiliti adoption increased from 43 percent of online bankers to 48 percent. Currently, more than 50 percent of members' online banking activity comes from mobile users through Mobiliti.

The [Fiserv Consumer Trends Survey](#) has shown that digital banking and payments users are more satisfied with and less likely to leave their financial institution than non-users. This is particularly significant for UMassFive because of their member base.

"We face a high hurdle when it comes to member retention because many of our members move away at the end of school or professional commitments," said Reske. "Digital banking services are critical not only to growing our membership, but to retaining it, because these services can be accessed by our members no matter where life leads."

Enhanced digital capabilities such as mobile deposit help UMassFive members self-serve and complete key banking and payment tasks even if they live far away from branch locations. The new AllData PFM capabilities support the credit union's financial literacy commitment and are now a key discussion point in budgeting seminars.

"Digital banking and payments services that are practical and convenient can be powerful tools to increase member engagement in a competitive world," said Marc West, division president, Digital Channels, Fiserv. "UMassFive is providing a unified digital banking experience that fits right into members' daily lives."

A case study detailing additional digital banking adoption results UMassFive has experienced can be downloaded at <http://fisv.co/1GeYtJt>.

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In a world that is moving faster than ever before, Fiserv helps clients deliver solutions that are in step with the way people live and work today - financial services at the speed of life. Learn more at [TheSpeedofLife.com](http://TheSpeedofLife.com).

### **About UMassFive College FCU**

The UMassFive College Federal Credit Union was established in 1967 and serves the University of Massachusetts as well as the Five College System and other select employee groups. As a non-profit financial cooperative, credit union earnings go back to the members in the form of better rates, lower fees, and improved services. UMassFive currently has 34,000 members and assets of \$400 million.

### **About Fiserv**

Fiserv, Inc. (NASDAQ:FISV) enables clients to achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more than 30 years, Fiserv has been a leader in financial services technology, and today is among FORTUNE® magazine's World's Most Admired Companies and Forbes magazine's America's Best Employers. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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