

# Public Service Credit Union and VisiFi: P2P payments, in one day.

Public Service Credit Union is proud of its roots, serving as the credit union to the hard-working employees of Wayne County. Over time, PSCU was able to expand their branch network to multiple counties in southeast Michigan and is now able to provide membership to anyone who lives, works, attends school or worships in the state of Michigan. Along with a growing physical presence, PSCU has also provided members (and non-members) with vast digital options so that they have 24/7 access to their money no matter where they are. Public Service Credit Union hopes to continue providing and protecting their member's finances with improved services and new innovations.

**33,000**

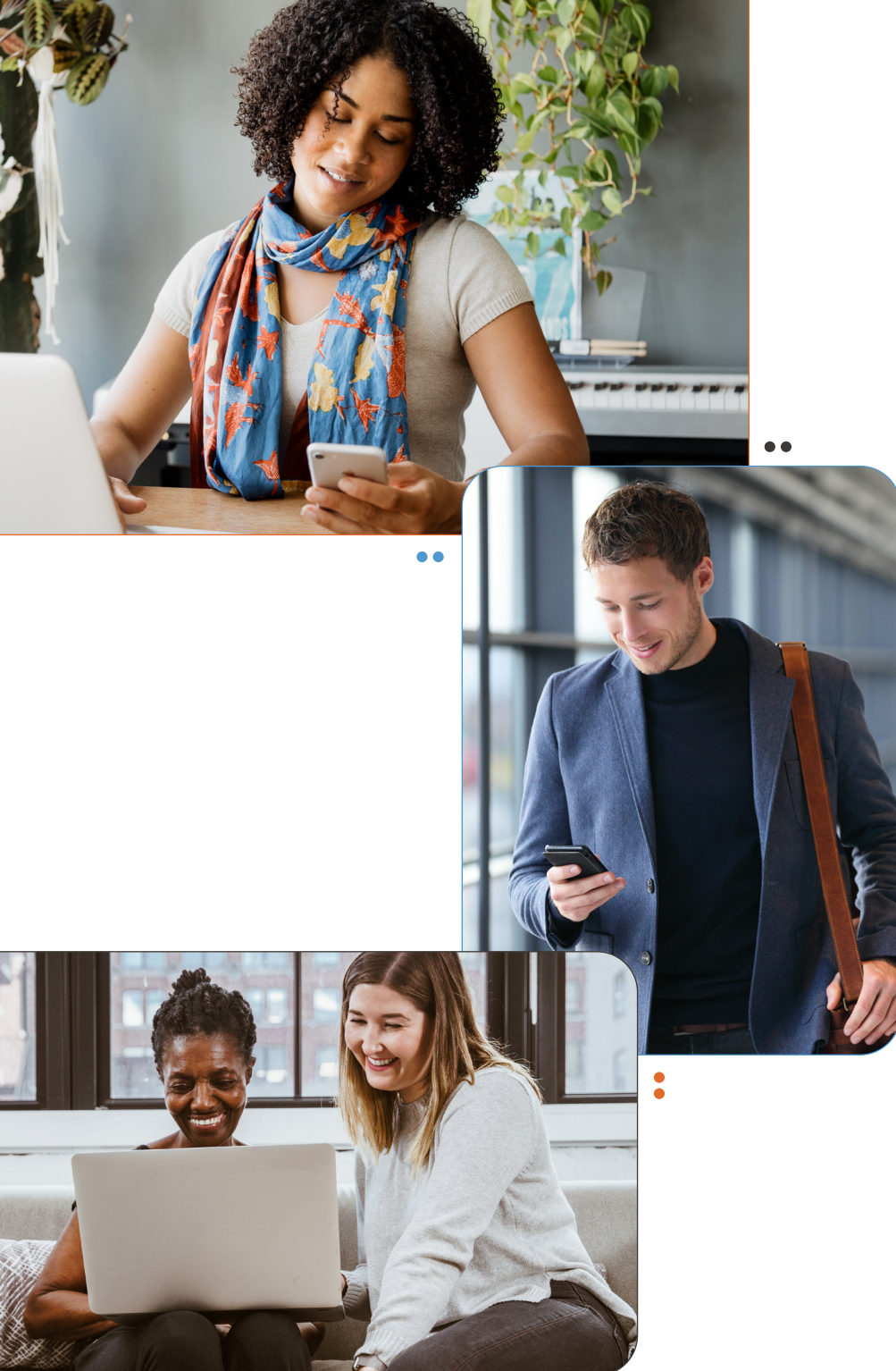
Members Across  
the US

**20**

Diverse Digital  
Touchpoints

**10**

Shared Branching  
Locations



## The Context

### Enabling Members to Instantly Share Money

Public Service Credit Union (PSCU) worked with VisiFI to implement same day Person to Person payments in January 2020 within their CUe-Branch Online & Mobile Banking platform. This new capability allowed their members to easily send funds to others, even those outside of the Credit Union. When the Online & Mobile Banking solution was implemented, these payments were processed within 24-48 hours.

In March 2020, because of the COVID-19 pandemic, PSCU saw a drastic increase in their digital channels volume. A new challenge arose: PSCU needed to ensure that their members could have access to the money processed through the P2P digital payment solution in an even quicker way.

## The Solution

### Digital Money, at Your Fingertips, in One Day

PSCU worked with VisiFI to enhance their P2P digital payments solution within their Online & Mobile Banking platform; by passing payments “same-day”, this new functionality now provides greater convenience to their members during this difficult time.

The results came right way: a 37% increase in the P2P digital payment transactions, almost instantly.

Also, the simplicity of the solution was key: PSCU’s members could access the P2P functionality from wherever they need it, from any channel - mobile, tablet or laptop - and without training.

“The capability to share money through digital devices, at your fingertips, and to have these available in just one day, triggered a wider usage of the Credit Union’s online and mobile functionalities: the 37% increase matched the total number of March transactions within just 2 weeks”, states Angelo Fanaras, CIO/ Senior Vice President of IT Systems and Documents Information Systems, Public Service Credit Union.

Through this new solution, members are now able to send funds to their peers the same day, whereas before the implementation of these payments it took up to 48 hours to be processed.

The COVID-19 emergency is driving more members to depend on VisiFI’s digital channel solutions. With government restraints and lock-down, people still need to have access to their money, and leveraging digital devices can be the right solution when social distancing is limiting their movement.

An additional indicator, beyond the increase in P2P transaction, is that PSCU also gained 100 new online banking users within 3 days. This increase also coincided within the first week of the government’s release of the stimulus funds.

“Not only did we experience a growth in online registration, but have seen a 22% increase in the overall daily login activity as of April 15th. This trend presents clear evidence that having a quality online experience has helped PSCU members adjust to these pandemic times” states Patty Depa, Core System Product Developer, Public Service Credit Union.

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*Angelo Fanaras, CIO, Public Service Credit Union.*

#### Engagement:

Implementing a “same-day” P2P payment solution to enhance members’ experiences.

#### Loyalty:

Acting quickly to evolve towards new digital solutions to ensure members remain loyal to their Credit Union.

#### Member-centric:

Investment online and mobile banking solutions is crucial for members.