



Client Case Study

REPAY Modernizes Heartland Credit Union's New Account Opening Process with an Online Portal

"We wanted to revamp, revolutionize and enhance the new account opening process both through the digital channel and internally.

The online portal allowed more members to take advantage of electronic bill payments and opening new accounts online."

*—Jeffrey Stauffacher,
Chief Experience Officer of
Heartland Credit Union*



You don't have to wait for better payment processing. Schedule a demo today.

••• The Background

A full-service financial institution, Heartland Credit Union is a member-owned nonprofit offering a wide variety of financial products and services such as consumer loans, real estate loans, checking and savings accounts, debit cards and more.

Heartland Credit Union needed an efficient way to initiate and finalize the new account opening process for their members as well as modernize how they pay their bills.

••• The Solution

The REPAY online portal provided a simple solution for Heartland Credit Union's E-branch to open new accounts and accept bill payments, enabling members to do both without speaking to a team member. Prior to having this self-serve option in place, a Heartland Credit Union member would need to visit a physical branch location or call to speak with a representative on the phone, requiring time and manual effort.

••• The Results

The online portal modernized the new account opening process by eliminating in-person and over-the-phone account openings. Members can open accounts from anywhere, with fewer resources required from Heartland Credit Union.

In addition to new account openings, the online portal enables members to pay their bills on their time, supporting payments even outside of standard business hours. The online portal provides a single source for a simplified experience

••• Why Choose REPAY?

REPAY helps credit unions of every size expand their business while lowering operational costs. The results experienced by Heartland Credit Union and many others are what REPAY aims to bring to each of its clients. With an eye toward growth and efficiency and a focus on listening to their clients, REPAY propels credit unions to the next level.