



LEADERS CREDIT UNION CASE STUDY

Fiserv / MessagePay Partnership Success

THE RESULTS

- **Since adopting MessagePay, Leaders Credit Union has seen a significant increase in payment volume and a streamlined experience for both members and staff. "We are now processing over 8,000 payments per month totaling over \$4 million," said Freeman.**
- **The seamless integration and user-friendly interface of MessagePay have helped reduce friction for members and centralized payment options for the credit union.**



"Thanks to MessagePay's user-friendly solution, we were able to streamline our payment options, leading to a remarkable increase in our monthly activity, more than doubling our previous figures."

KAREN FREEMAN

Chief Operations Officer
Leaders Credit Union

BACKGROUND

Leaders Credit Union, established in 1957 in Jackson, Tennessee serves nine branches across West Tennessee. It has over 78,000 members and \$1.1 billion in assets. Leaders is a select employee group (SEG)-based credit union and has been recognized for its focus on financial wellness for all members.

THE CHALLENGE

Leaders Credit Union prides itself on being an innovative credit union that embraces digital solutions for its members. But what happened over time is that there were several options for members to make payments, which ended up creating fragmented and disjointed experiences.

"We offered so many ways to make a payment that it created friction for members," said Karen Freeman, Chief Operations Officer at Leaders Credit Union. "They would say, 'I paid my loan,' and we'd have to work backwards to figure out how they did it." This created a lot of manual processing work for the credit union staff.

Leaders needed a streamlined, user-friendly solution that would unify payment methods, reduce manual processing, and offer a seamless experience for both members and employees.

The credit union also has a large number of indirect loans, which makes it challenging to educate new members about payment options.

THE SOLUTION

Leaders Credit Union partnered with MessagePay in 2023 to simplify its payment processes. Initially, they implemented loan payments through MessagePay, followed by recurring payment scheduling, credit card payments, and account funding from external financial institutions.

"MessagePay's integration with our core account processing system was a key factor for us," said Freeman. "It centralized everything in one place, making it easier for both members and employees."

The MessagePay platform and its integration with Fiserv core products allowed members to make payments quickly and efficiently, and its intuitive design ensured a minimal learning curve for users.