

# Notre Dame FCU experiences 3X increase in active users with MX



## CASE STUDY

## INCREASED ENGAGEMENT

### RESULTS

Notre Dame Federal Credit Union recently integrated MX's digital money management (DMM) tools into their native mobile app, "Money Works." Within 60 days of launch, they saw a 20% increase in total users, and a 3x increase in active users. Within 120 days, total users had increased 29%.

### CHALLENGE

Notre Dame FCU wanted to make all their financial tools as accessible and valuable as possible for their users, so they strategically sought to offer mobile availability through their online banking SSO integration, as opposed to the traditional stand-alone app(s). They are cognizant of the fact that having a centralized location where members can access any and all tools related to their finances will only serve to increase their overall financial health.

### SOLUTION

Notre Dame knew that seamless integration would be a "game changer" for their users, and for the FI itself. Their strategic team prioritized the mobile integration based on research that shows millennials prefer mobile apps to personal service ([New York Times](#)). Seeing the success they have had since this integration, Notre Dame FCU is now looking to add more innovative features to their mobile app including valuable metrics around their rewards programs and the ability for individuals to pull their financial statements.

*We removed the roadblocks and friction to make this tool valuable. Stand-alone is nice, and it gives users a great tool, but you really need to integrate it into a mobile app so it's alongside their (users') mobile funds. Making it a one stop shop is what makes all the difference.*



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