



ORNL Federal Credit Union delivers innovative mobile banking app experience



ORNL Federal Credit Union was established in 1948 and is the largest credit union in eastern Tennessee with nearly \$1.7 billion in total assets. Faced with the pressure of adapting to the digital requirements of today's consumers – a massive 111 million mobile banking users by 2016 nationally – ORNL FCU developed an enterprise mobility strategy built on Kony's cloud-based mobile platform to help retain its current member base and grow its membership.

Industry:
Financial Services

Solution:
Kony Retail Banking

Customer Case Study: ORNL Federal Credit Union



Serving mobile-savvy members

Like so many other mid-sized retail financial institutions, ORNL Federal Credit Union had seen the advantage it once enjoyed as a credit union known for its superior service evaporate amid a wave of mobile technology advancements by the large banks. Also like its peers, ORNL FCU, the largest credit union in eastern Tennessee, realized that it needed to attract and retain the younger, more mobile-savvy generation that is a critical component of its ongoing health.

"We have an increasingly young demographic," said President and CEO Colin Anderson. "It's those members who really want the mobile banking channel."

But rather than simply design a "me, too" banking application just to level the playing field and give members what they want, ORNL FCU wanted to take things a step further, and give members more than they could have hoped for.

"Our members not only want banking at their fingertips, but better service — service they are not getting from the big banks," said Anderson.

Flexible mobile platform accelerates delivery

After a careful review of 20 potential vendor partners, the Oak Ridge, Tenn.-based credit union chose Kony's flexible mobile platform as the technology foundation for its mobile strategy, replacing its core banking system mobile app. Kony's platform was the only one ORNL FCU evaluated that was able to meet all of its requirements for capabilities.

Even better was that "Kony had very few limitations related to connecting to our vendor partners and our core banking systems," said Dawn Brummett, SVP and Chief Operations Officer. "Working with Kony, we were able to accelerate the timeframe to deliver a fully functional mobile banking app."

That has enabled ORNL FCU to add a dose of innovation to its mobile footprint. For instance, it had been offering members an online personal financial management tool that it decided would be more valuable if it were customized for mobile devices. So Brummett and her team had Kony and the software-maker, MX, work together to create communication links and data-sharing capabilities so that the tool could be integrated into ORNL FCU's mobile application. Now members can manage all their accounts — whether they're held at ORNL FCU or elsewhere — from one mobile app.

Connecting with the community

Meanwhile, ORNL FCU also was able to turn its application into the unofficial app of the Rhythm N' Blooms music festival in Knoxville last April. Organizers offered festival attendees a QR code that took them directly to the ORNL FCU-branded app, and event-goers took advantage of the app to access everything from show times and artist bios to venue information and ticket sales. The effort put ORNL FCU's brand — and its mobile capabilities — in front of members and non-members alike, and it showed what the credit union could do with mobile technology and its sponsorship of community organizations.

ORNL FCU also is able to bring in data from third parties like MeridianLink, which it relies on for loan and membership applications. With more than 30,000 of its nearly 150,000 members using ORNL FCU's mobile app already — and that number is steadily increasing — it should come as no surprise that the credit union plans to pursue similar data integrations with at least a half dozen other partners.

Transforming into a trailblazer

If it sounds like ORNL FCU is placing a large bet on mobile, that's because its leadership understands the potential rewards of having an agile and effective mobile channel.

"Our partnership with Kony has been fantastic. Our ability to control what we are delivering and to roll out new features that excite our members and encourage them to utilize our mobile application for their financial services, that's huge, and this application allows us to do that."

DAWN BRUMMETT
SVP AND CHIEF OPERATIONS OFFICER
ORNL FEDERAL CREDIT UNION

"This isn't a fringe activity for us," says Anderson. "It's a core part of our three-year strategic plan."

It hasn't taken anywhere near that long for the approach to establish the credit union's mobile strategy as a model for other mid-sized banks and credit unions. ORNL wants nothing less than to transform itself into a mobile trailblazer, with its members as the beneficiaries.

"We are always looking for unique ways to serve our members through better convenience, technology and experience," said Anderson, "and our members deserve it."

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With the Kony platform in place, ORNL FCU naturally has big plans to put even more power in its members' hands. The credit union is working on ways to auto-populate fields when members are completing processes via the app, and it also wants to give them the ability to block or replace lost or missing cards, as well as tools to manage their debit cards more effectively.

"What we've done is just the tip of the iceberg," said Brummett. "By leveraging mobile, we will continue to innovate and come up with new ways to deliver what our members need now and in the future."

ORNL FCU clearly intends to leverage the Kony platform to consistently roll out features that preserve, or even build upon, its long-standing reputation for stellar customer service.

So far, so good, according to Anderson: "Our new capabilities provide exactly what our membership is looking for."

"We have a pretty young demographic, and it's those members who really want the mobile banking channel. Our new capabilities provide exactly what our membership is looking for."

COLIN ANDERSON, PRESIDENT AND CEO, ORNL FEDERAL CREDIT UNION



Kony is the fastest-growing, cloud-based enterprise mobility solutions company and an industry leader among mobile application development platform (MADP) providers. Kony empowers today's leading organizations to compete in mobile time by rapidly delivering multi-edge mobile apps across the broadest array of devices and systems, today and in the future. Kony offers pre-built business mobile apps to help organizations better engage with customers and partners, as well as increase employee productivity through mobile device access to company systems and information. Powered by Kony's industry-leading Mobility Platform, enterprises can design, build, configure, and manage mobile apps across the entire software development lifecycle, and get to market faster with a lower total cost of ownership.

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