

# How Fintech Can Help Credit Unions Grow

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By Chad Davison, Fiserv

## SPEAKERS

Chad Davison, Tanya Van Court, Laurel Taylor, Patrick Sells

### **Chad Davison** 00:17

My name is Chad Davison and I lead our Client Solutions Consulting Group for our FinTech division. 44% of credit unions and 26% of banks see FinTech partnerships as a strong driver of growth for the next few years. Your members are coming to you asking you Hey, did you think about this FinTech or did you think about this type of digital experience? And 44% say that that is an absolute driver of growth. So with that said, I would love to invite our panelists on stage. The stars of the show today Tanya Van Court from Goalsetter. Laurel Taylor, from Candidly and Mr. Patrick Sells from NYDIG. So welcome to the stage. Why do fintechs and credit unions make so much sense to work together? What strengths do each bring to the equation?

### **Tanya Van Court** 01:10

I'll say it makes so much sense for us to work together is because when I was in the cable industry, I saw the disintermediation of the cable industry. And many of you will say yep, Tanya we saw that too. And it was at the hands of Netflix and Amazon they completely disintermediated cable. What I will tell you is that it wasn't Netflix and Amazon alone. It was Netflix and Amazon in conjunction with kids, kids who are the ones who are coming out of their parents' houses. And so my point is that the same thing is going to happen in the banking the credit union and the financial institutions space.

### **Patrick Sells** 01:39

I would say the thing I spend the most of my time doing every day is talking to regulators both on the banking side and the NCUA, SEC, etc. And I think one thing that has really stood out to me is the unique opportunity that credit unions have when it comes to innovation and technology and fintech I think there's a unique opportunity for credit unions to take advantage of technology and to be OK from a regulator perspective.

### **Chad Davison** 02:05

How can fintechs help credit unions develop tailored services for target opportunities, driving growth into new markets? And then what target markets do you see as the most exciting?

### **Laurel Taylor** 02:18

I think what we hear from credit unions is it is that younger demographic of user that is most exciting because you're looking to serve that member across multiple life events. And from a growth perspective, there is so much opportunity in the in the members you're already serving, as well as in that next gen.

**Patrick Sells 02:38**

What we see in the consumer research is about three out of three and a half out of five of your members are interested in you offering access to crypto in some fashion today, which is a huge percentage of your population credit unions have a unique advantage and that the NCUA put out a permissibility letter in December of last year, making it very clear that you can partner with a crypto company. Just like you could have partnered with an independent broker dealer. We offer most technology because you want to deepen that relationship or charge for it. And it can be cost neutral or profit center for you. And to think differently about that in terms of going after niches by making certain capabilities available, but doesn't have to be for everyone. And you can charge for it. And there's plenty of historical data and proof in the pudding that people will pay for certain features.

**Chad Davison 03:32**

How does FinTech partnerships help credit unions take advantage of emerging opportunities better and faster?

**Laurel Taylor 03:38**

I think the theme of personalization and creating better digital experiences based on the users that you're already serving the members that you're already serving is is fundamental to how we think about partnerships, you're in the community, you're trusted. That infrastructure is encouraging these highly educated future educated population that you'll want to serve to come to you. And it's really about how you partner with fintechs to serve the existing unmet market demand versus losing it. To others in this space. Thank you for having us.