

FAIRWINDS Credit Union Delivers Improved Member Experience with Q2's Best-in-Class Digital Banking Platform

Key Challenges

Small businesses are the heartbeat of America's economy, and [FAIRWINDS Credit Union](#) ("FAIRWINDS") caters to a diverse range of them. From managing lawn care or swimming pool services to established enterprises, FAIRWINDS is committed to serving their members' business banking needs.

While FAIRWINDS provided basic functions for its business members prior to partnering with Q2, its legacy platform's limitations required separate logins, and some features, such as Positive Pay, weren't available.

In 2018, FAIRWINDS selected Q2's best-in-class digital banking platform to accelerate its digital transformation.



About FAIRWINDS Credit Union

Founded:
1949

Headquarters:
Orlando, FL

Current Market: More than
200,000 personal members plus
17,000 business members

Assets:
\$4.5 billion

Q2 Customer Since:
2018



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under one umbrella.
We're going to continue
to look to Q2 to see
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members and how it can
help them with their path
to financial freedom.**

Myriam Towsley
AVP of Treasury Services

Q2

Results

Surge in online banking

adoption: More than 13,000 business members adopted online banking upon deploying Q2, with 80% of all business members enrolled.

216% increase in ACH

transactions: ACH transactions more than doubled in three years with \$134 million in 2021, \$254 million in 2022, and a projected \$290 million in 2023.

One log-in, one unified

experience, multiple features: Q2 Partner Marketplace gives *FAIRWINDS* immediate access to pre-integrated features that save business members time and money.

Solutions

When Q2's digital banking platform was implemented in 2018, *FAIRWINDS*' business members saw a night-and-day difference. With a fully integrated suite of business features, its online banking enrollments jumped by 13,000 businesses, reaching an 80% adoption rate in just three years. ACH transactions were streamlined, growing by 216% without requiring any additional marketing or support.

"We've seen tremendous growth in both ACH and wires because it's so easy. We're enrolling about 300 new business members a month, and we're growing at a huge speed with business online," Towsley says.

The newly added features are helping business owners improve efficiency. "Members use our dashboard to quickly complete ACH transactions and wires, transfer funds, or process payroll. They can send an invoice and collect payment from their phones or devices," she says.

Staying ahead of innovation

FAIRWINDS stays ahead of member expectations by leveraging the Q2 Marketplace to add pre-vetted, pre-integrated fintech solutions to the business dashboard. The features save *FAIRWINDS*' business members time and money. "One of our core service standards is that we make it easy to do business," Towsley says. "Q2 Marketplace lets us do that. It's great because everything has already been developed. It's a one-stop shop."

"It's simpler for businesses to transact through us. Our members don't have to learn a new system or log into a different place. It's automatically integrated as a new menu item."

"We're able to train our business members once, and they use that same seamless interface, on the website or mobile, anywhere and anytime they choose. Instead, they can process payroll right from their phone. Q2 gives us everything under one umbrella. We're going to continue to look to Q2 to see what we can offer our members and how it can help them with their path to financial freedom."

For more information go to Q2.com or call (833) 444-3469.