

# Generations Federal Credit Union Partners with Q2 to Expand its Community Impact and Attract Younger Members



About Generations Federal Credit Union

Founded: 1940

Headquarters: San Antonio, TX

Current Market: Personal and commercial members in the San Antonio area

Assets: \$800 million

Q2 Customer Since: 2018

## Key Challenges

When the pandemic forced financial institutions to accelerate their digital transformation, [Generations Federal Credit Union](#) (Generations FCU), headquartered in San Antonio, Texas, selected Q2 to help them meet the evolving needs of their diverse and growing member base.

Vice President of Operations Jessica Hernandez says, "We truly wanted our digital tools to act as a branch where members can open accounts, order checks, do wire transfers, order debit cards, and do anything that can be done in a physical branch. However, we had gaps in our products, services and overall functionality."

With Q2's best-in-class digital banking platform, Q2 Marketplace™ and Q2 Innovation Studio, Generation FCU can offer the latest, most popular fintech solutions to its members, which enhances the experience and creates stickier relationships. In addition, Q2 Innovation Studio enables Generations FCU's in-house developers to quickly customize and embed solutions directly onto the credit union's dashboard for faster implementation.



**With Q2, we're adding digital products and services that demonstrate our members can manage all of their banking needs online without ever stepping foot in a branch.**

**Jessica Hernandez**  
Vice President of Operations

# Results

## Driving Member Engagement:

Generations FCU doubles down on its community impact programs, resulting in an increase in engagement among younger members.

**Building Primacy:** Q2 helps Generations FCU build primary banking relationships, keeping members close by incorporating popular third-party fintech solutions into the digital banking experience.

**Creating New Revenue Streams:** Q2 Marketplace partner Equipify helps identify and create a new BNPL service, generating untapped revenue with younger, tech-savvy members, leading to an increase in revenue streams.

**Membership Growth:** In the first few months of go-live, membership of younger population grew and overall membership increased.

# Solutions

To start, Q2 quickly optimized Generations FCU's dashboard with better functionality. "Right away, Q2 rearranged our interface to be more intuitive. We added new features for quick access, such as transfers and online banking payments," Hernandez says. Next, Q2 went to work on the full digital upgrade, leveraging its third-party fintech integrations within the Q2 Marketplace. This, coupled with the speed and flexibility of Q2 Innovation Studio, enabled Generations FCU to have maximum control to individualize each solution, mirroring the credit union's unique corporate brand.

Overall, the partnership between Q2 and Generations FCU has been a huge success. "Q2 is going to get us there because they've been listening. They've been doing the research. We're able to just go in and say 'yes, let's bring it on.' We know our members have been asking for this and Q2 has done all the legwork for us," says Hernandez.

The new digital banking experience was well-received by its members, and according to Generations FCU President & CEO Ken Raymie, "Member feedback tells us that they find value in these new offerings."

## Q2 Marketplace lets Generations FCU do it all

Generations FCU offers the latest financial tools under a single roof. Members no longer need to leave the app for special financial services such as buy-now-pay-later (BNPL), charitable giving, loan repayment aggregators, trust services and even Autobooks, a holistic product suite for small business banking.

**BNPL:** Generations FCU's new self-branded BNPL service, called "GEN Pay," appears on members' dashboards and enables them to transfer card purchases with just a few clicks. The solution helps create enhanced relationships and build primacy while enabling the credit union to capture revenue previously going to external BNPL providers. Best of all, BNPL services resonate well with younger, tech-savvy members. "Equipify (a Q2 Marketplace partner) pulled our transaction data, showed us the percentage of members currently using BNPL services, and projected the dollars we were missing out on. Launching GEN Pay was definitely a win-win scenario. We're able to be competitive with the major BNPL providers now," Hernandez says.

**Debt Repayment Hub:** Changed, also a Q2 Marketplace partner, is another fintech solution Generations FCU provides its members to import and link all their loans onto their digital banking dashboards. Members are given strategies and automatic payment schedules that help build financial literacy, which has been a big hit with students and younger members paying off college loans. "It's really helping members pay off loans a lot sooner and a lot easier without even looking at them," says Hernandez. "We leverage Q2 to reach the younger generations coming to us through technology. We've noticed the shift. With Q2, we're adding digital products and services that demonstrate they can manage all of their banking needs online without ever stepping foot into a branch."

**Charitable Giving:** Recognized as a major charitable contributor in the city of San Antonio, Generations FCU wanted technology that helped them fulfill their mission. Harnessing Q2 Marketplace partners Givio and Changed, Generations FCU amplified its #GFCUCares program to seamlessly enable members to support local charities directly from their bank accounts while also tracking internal employee volunteer hours to measure its community impact better.

**Autobooks:** In another move to bring outside fintechs under Generations FCU's roof, Q2 Marketplace partner Autobooks is now available to small business owners, enabling instant bookkeeping, payment processing, invoicing and more. "We're very excited about Autobooks because nowadays nobody carries cash, but everybody has a phone and debit and credit cards on them. Members who opt into Autobooks get tap-to-pay functionality on their mobile phones. How much easier can it get? This is especially powerful for smaller businesses that cannot afford the overhead of hiring someone to man a cash register. Instead, they can operate their businesses right from their phones."

**Trust Services:** Using Q2 Marketplace partner One Digital Trust, Generations FCU created "GenTrust" so members can easily build wills and trusts. "This really demonstrates that we can help members not just for now, but for their futures. It allows us to show them what that can look like for their children, siblings and families," she says.

For more information go to [Q2.com](https://www.Q2.com).