

Hoosier Hills Credit Union Doubles its Small Business and Commercial Deposits with Q2

Key Challenges

In its pursuit of providing the right digital experience for its small and medium-sized business members, [Hoosier Hills Credit Union](#) (“HHCU”) faced a common dilemma: retail platforms were too basic and commercial platforms were overly complex. For a credit union dedicated to serving rural communities, digital banking wasn’t just a convenience—it was a lifeline. That’s why HHCU partnered with Q2 in 2019, sparking a transformative journey that redefined small business and commercial banking in the communities it serves.

Serving rural communities means HHCU caters to members who aren’t just around the corner. “We’re often not a short drive for our members,” says Executive Vice President and Chief Experience Officer Russ Wilkie. “Traditional banks are moving out and leaving communities underserved, so our ability to provide digital banking is essential, especially in these areas.”

HHCU doubled down on its digital experience by partnering with Q2. “Before engaging with Q2, our online and mobile functionality was very limited. We did not have P2P (peer-to-peer) payment options—now we have Zelle. We did not have automated ACH processing. It was all done directly from the commercial member to our back-office staff.

“There was no online or mobile interface. Because of the limitations of our previous provider, payroll processing was really difficult for the back office, so we intentionally did not pursue businesses with large payrolls.”



About Hoosier Hills Credit Union

Founded: 1969

Headquarters: Bedford, Indiana

Current market: Business and consumer members throughout Southern Indiana and Northern Kentucky

Assets: \$880 million

Q2 Partner Since: 2019

The ability to more efficiently process payroll, ACH and payments, offer remote deposit capture and deliver overall functionality has put us into a referral environment with the local CPAs. Q2 has been integral in that.

Russ Wilkie

Executive Vice President and Chief Experience Officer

Q2

Results

Tripled Commercial Membership:

Since going live, HHCU has increased its small business and commercial membership count nearly three times

Doubled Deposits:

Q2's robust functionality enabled HCCU to more than double small business and commercial deposits

Enhanced Functionality Drives Members to Return:

Q2's enhanced payment and transfer options re-energize members and motivate them to choose HHCU as their primary financial institution

Solutions

Q2's best-in-class digital banking platform has been a game changer for HHCU, striking the right level of functionality for small businesses and commercial members. "Since going live, we have increased our small business and commercial membership count nearly three times and more than doubled our small business and commercial deposits. The payroll functionality was probably the key driver to a lot of our growth in the last three years. The back-office process became so seamless and efficient that we were able to go after large school systems and large employers," Wilkie says. "A lot of the school systems have large payrolls, and Q2's payroll functionality allows us to fully serve those members' needs."

For some business members, Q2 has quite literally transformed the way they do business, and the word about HHCU is spreading. "Just five years ago, the county treasurers would have to drive to the branches to deposit property taxes. They had baskets with stacks and stacks of checks to deposit each May and June. That was wasted overhead for them. They'd rather be doing a lot of other things. Today, they process those checks from their desks. Allowing them to transact at the time and place they want has been quite a modernization for them. Features like this help further embed Hoosier Hills as a forward-leaning financial institution."

Q2's platform offers many benefits to small business owners, such as the ability to see both their personal and business accounts on a single page. This, plus Q2's capability to segregate banking functions within the platform, has been highly praised especially by CPAs, many of whom are referring prospective members to HHCU.

Q2's digital banking platform also allows businesses to assign different levels of access and control to various users. CPAs can reconcile accounts without the ability to transact. Accounts payable teams can use bill pay without making

separate transactions. "That was a big add," Wilkie says. "The ability to more efficiently process payroll, ACH and payments, offer remote deposit capture and deliver overall functionality has put us into a referral environment with the local CPAs. Q2 has been integral in that."

In addition to the enormous efficiency delivered to its members, HHCU is also benefiting from Q2's streamlined platform and solutions. For example, the credit union can proactively deploy customized messages to targeted member groups using Q2 Smart. "Q2 helps us drive engagement and primacy. The platform allows our small business members to submit questions or raise issues 24/7. Our contact center then routes them specifically to one of our experts, who can often get members a faster turnaround time with a more complete answer. We do this with one-touch engagement, which they appreciate."

As HHCU enhances functionality, long-time members are sharing HHCU with their children. "Those who have been with Hoosier Hills for maybe 30 or 40 years with their children and grandchildren in the area are opening up accounts and easily moving funds between all of those family members. It has become so much more convenient and seamless through the multiple payment channels. The member-to-member transfer is unique to us as a credit union and helps drive deposits. Not only that, but the streamlined platform helped us increase our number of online users in the first 6 months."

Q2: HHCU's strategic partner

As HHCU grows, Q2's platform will continue to deliver for its membership. With regular engagement calls and constant support, the Q2 and HHCU teams are exceeding expectations for members and internal employees alike. "Our Q2 partnership is really strong," Wilkie says. "We are very happy. We're three years into our current engagement and there's little doubt that we'll push that engagement out another five or 10 years—and along the way, we'll continue to add services for our members."

For more information, go to [Q2.com](https://www.q2.com).