

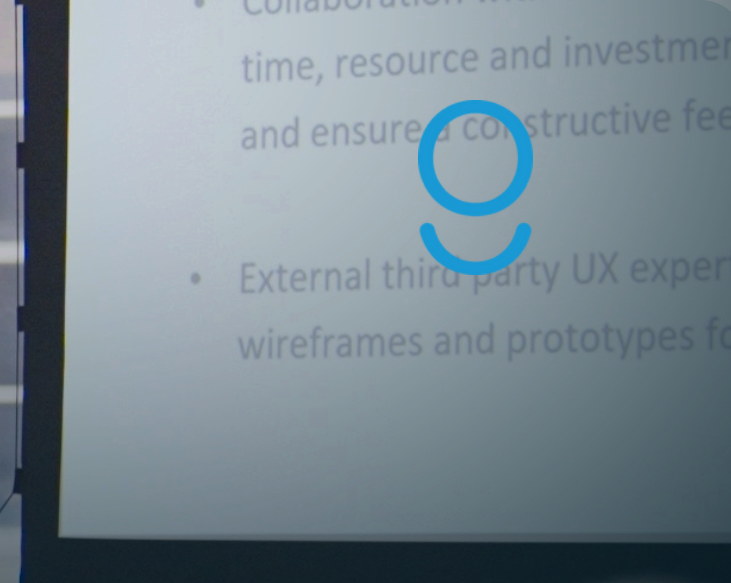
wellington **IT**

# Your App; Re-imagined

Designed for Members, Built for the Future.



# Agenda



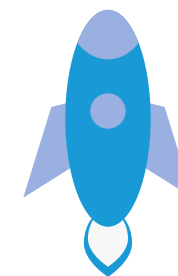
The Opportunity



Sneak Peak of the App



Smart Foundations & Data  
Driven



Investing in the Future: a  
Product-Led Approach



**Paul Cruchley**

Senior Product Owner |  
Wellington IT





# The Opportunity for Credit Unions

# Current State of the Market



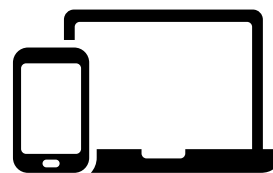
75% said a **good phone app** was the most important or second most important factor in choosing their primary provider of banking services (FICO)



**73%** of UK and **74%** of Irish bank holders processed their banking affairs via mobile devices in 2024 (Statista)

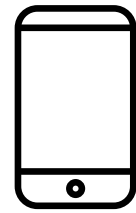


Contactless payments accounted for **87%** of all POS card transactions in Ireland in 2024. Over 50% of those were via a mobile wallet (Google Pay or Apple Pay) - over 750 million transactions (BPFI)



**78%** of Gen Z and **76%** of Millennials have opened or intend to open a digital-only bank account with better interest rates, ease of money transfers, and convenience of mobile app banking being the top 3 reasons. (Finder)

# Data on the current cuMobile



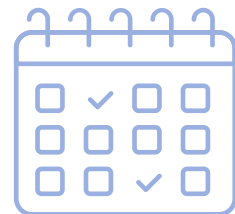
In the last 12 months, **number of app logins was 16.5m**; 19% on YoY and 2,348% up from 5 years ago.



In the last 12 months, there were **>3m plus digital transactions** totalling **>€1.5b**; up 15% and 18% YoY



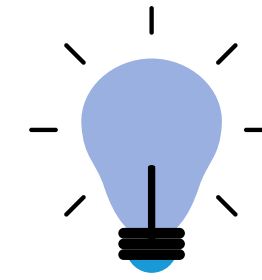
Digital loan applications up 27% YoY to >80k and **value of loan arrangements up 34% to €586m**



**Thursday at 10am** is the most common app log-in time. 3am is the least common time - but still has 86k logins over the last year.



# Why Credit Unions are best placed to attract new members

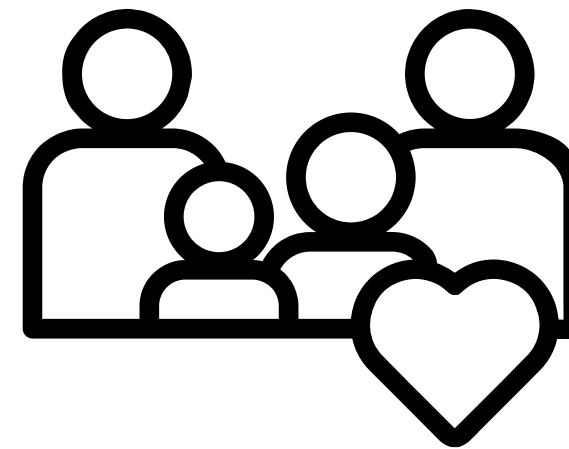
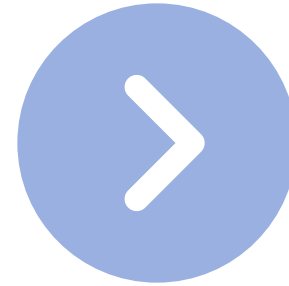
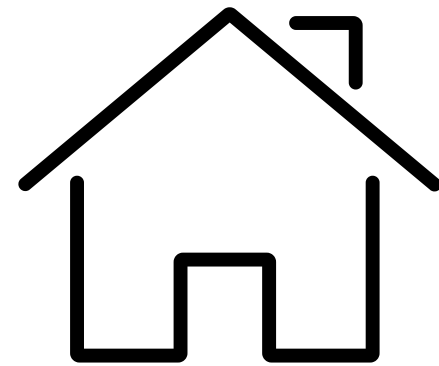
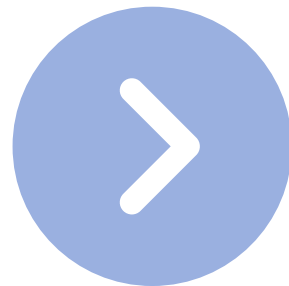
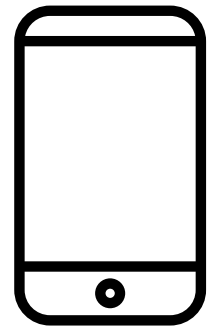


**80%** of people think the **ability to talk to real people** is still important and **40% of Irish bankers** used **in-branch services** in Q1 of 2024 (Statista)





# Attract the next generation; Secure the future





# A Sneak Peak of the App



€544,172.78

All Accounts

Welcome back, **TESTER.**

Apply for loan

Payments

Move money

Documents



Account 4040

**MS TERESA DORNAN**

Total Savings

€ 193,838.42



View Transactions

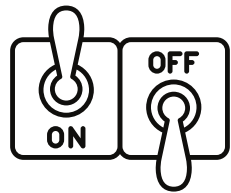


# Smart Foundations; Strong Future

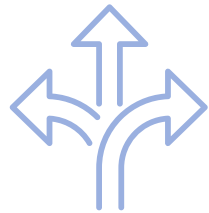




# Smart Foundations: Feature Flags



Feature flags are **like light switches** behind the scenes of your app



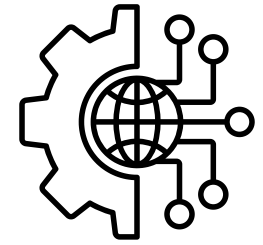
We can **turn features on or off** for different Credit Unions, members, or testing groups.



**You have control** - you get a version of the app that is aligned with your strategy and focus.



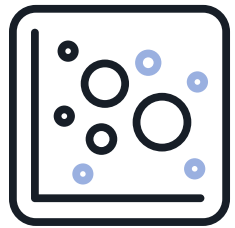
We can **release new capabilities faster, safer, and more tailored** to each Credit Union's needs.



# Data Driven: Understanding, not guessing



The way we **listen to what your members are telling us** - not through words, but through actions.



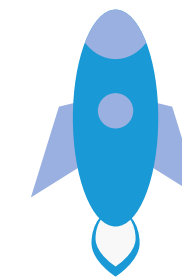
It tells us where people **spend time**, where they **avoid**, and what **areas need attention**.



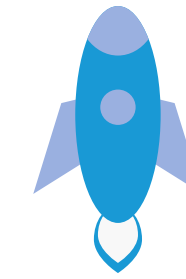
We can **design better experiences, solve real problems, and deliver more** of what your members love about the app.



# Investing in the Future: a Product-Led Approach



# Product-Led Approach



## Deliver

Turn ideas into real, working solutions.

## Iterate

Refine, improve, or rethink based on what we've learned.



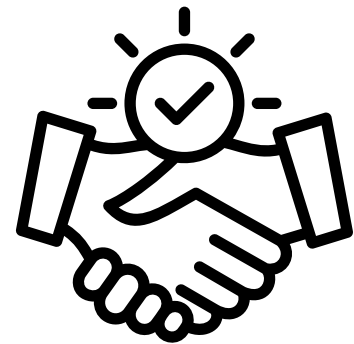
## Ideate

Explore and define the right problems to solve.

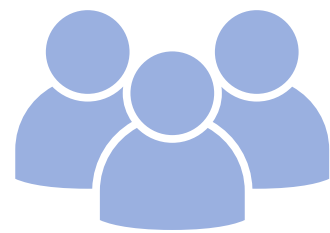
## Feedback

Learn from real users and real data.

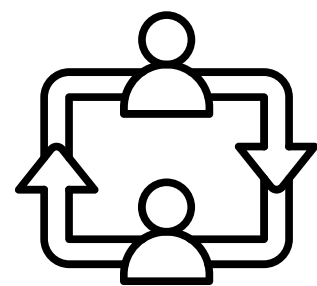
# Investing in the Future



We are deeply committed to the app and its long-term success



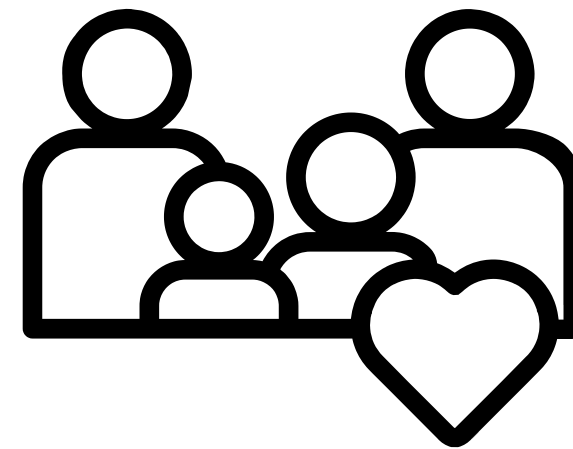
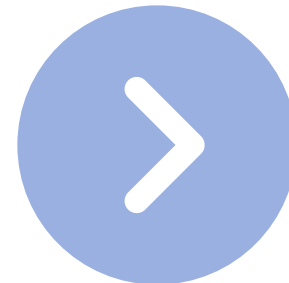
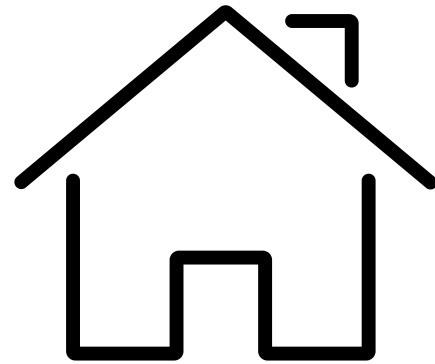
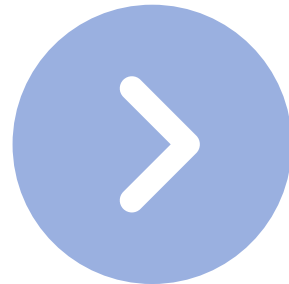
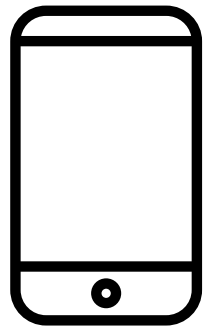
We are recruiting to strengthen the team who deliver the app



Building a cycle of continuous improvement and development and will re-engage the SIG as part of this



Attract the next generation;  
Secure the future



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# Thank you

Any questions?

