



Client Case Study

REPAY Online Portal Enables Self-Service Payments for Heartland Credit Union Members

••• The Background

Heartland Credit Union is a member-owned nonprofit offering a wide variety of financial products and services, including consumer loans, real estate loans, checking and savings accounts, debit cards and more to members across all stages of life, from youth accounts to retirement options.

Manually processing member bill payments required significant time and effort from Heartland Credit Union staff, and the fees for over-the-phone payments were high. The Credit Union needed a self-service payment option to relieve staff resources and simplify bill payments for members.

••• The Solution

Heartland Credit Union explored several payment providers, looking for someone with self-service payment capabilities and adaptability to the ever-changing digital world. REPAY fit the mold for both.

REPAY's secure online portal enabled self-service 24/7/365 member payments, offering the convenience Heartland Credit Union desired to provide.

Heartland Credit Union and REPAY worked closely together through implementation, a process that was seamless and quick.

••• The Results

REPAY's online portal modernized the bill payment process for members. It eliminated trips to the Credit Union and costly over-the-phone payments while requiring fewer resources from staff.

The close partnership with REPAY continues past the implementation phase, including regular touchpoints with dedicated REPAY staff to provide performance data and also future planning to implement additional omni-channel payment solutions.

••• Why Choose REPAY?

REPAY helps credit unions of every size expand their business while lowering operational costs. The results experienced by Heartland Credit Union and many others are what REPAY aims to bring to each of its clients. With an eye toward growth and efficiency and a focus on listening to their clients, REPAY propels credit unions to the next level.

"Before REPAY, the payment process was archaic. REPAY allowed us to offer the convenience of self-service payments to our members and more efficient internal processes. They delivered the desired results throughout the implementation process."

—Jeremy Stauffacher, Chief Experience Officer of Heartland Credit Union



You don't have to wait for better payment processing. Schedule a demo today.