

# CREDIT UNION

MAY 2020

TRACKER®

Credit unions grapple with financial and regulatory challenges during the COVID-19 pandemic

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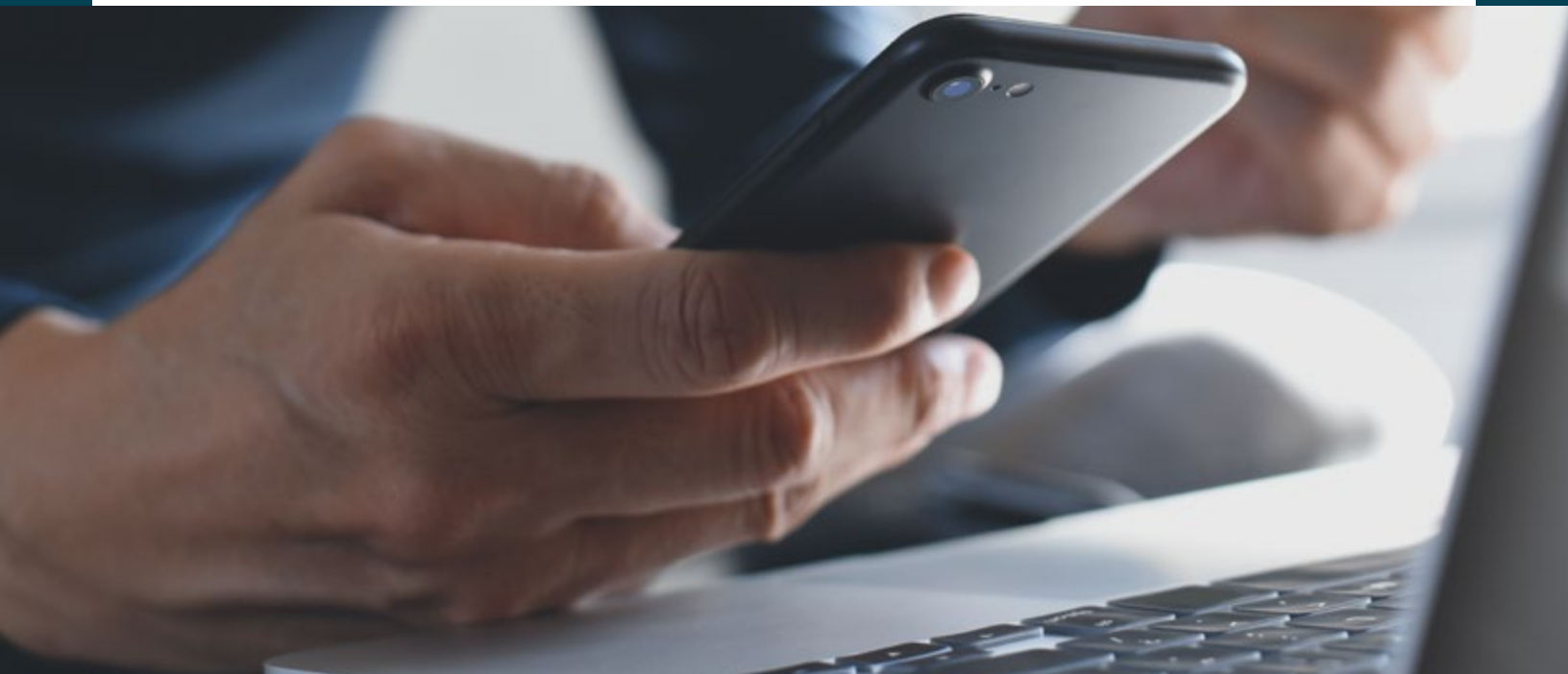
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# WHAT'S INSIDE



The COVID-19 pandemic is dramatically accelerating the financial sector's digitalization. Consumers are moving away from cash and accessing financial services through digital channels as brick-and-mortar branches in the United States remain closed, causing a broad spike in demand for online and self-service banking offerings as well as digital payment solutions. Online transactions were estimated before the pandemic to account for 57 percent of all transactions by 2025, but the same models now predict that as much as 67 percent of all transactions will be conducted online by that time. CUs are thus turning to a broad array of technologies – including ATMs – to extend end-to-end banking services, even as members seek to avoid brick-and-mortar branches.

Credit unions must determine how to fund and support mobile banking solutions as they face reduced staffing levels and work-from-home mandates, however. This may seem like a tall order for CUs, but enabling these digital innovations will allow them to improve services for their current members and attract new ones. Such investments are crucial, as the majority of consumers do not expect to go back to their pre-pandemic lives for at least another seven and a half months.

Credit unions therefore find themselves at a turning point. Their handling of the COVID-19 pandemic and the challenges it presents could determine whether they see financial success after states reopen.

## AROUND THE CREDIT UNION WORLD

A [surge](#) in Payroll Protection Program (PPP) loan applications is making credit unions scramble to process loans amid reduced staffing levels and delayed directives from the U.S. Small Business Administration (SBA). Incomplete applications are further contributing to lengthy processing times, leaving many applicants waiting longer than expected to learn whether they qualify for stimulus funding. These delays could have devastating financial impacts on the nation's CU members, as many work as independent contractors or manage businesses as sole proprietors.

Processing loan applications is only one part of CUs' broader drive to support their members during the pandemic, however. They must also meet new regulatory requirements stipulated by recent legislative measures such as the CARES Act. The Credit Union National Association (CUNA) is working to help mitigate these issues, [launching](#) a new web-based compliance platform to help credit unions ensure they are operating within the legal limits of such regulations. CUNA's goal is to allow

CUs to confidently and nimbly respond to members' financial needs during the crisis.

Many credit unions are also working to ensure their members can safely access services in accordance with social distancing guidelines. Pioneer Federal Credit Union, for one, is [encouraging](#) its members to use video chat-enabled ATMs that provide on-demand access to virtual teller consultations. The CU is also reporting an increase in the use of its mobile banking app, receiving an average of 130 support calls per day since the pandemic began.

For more on these and other stories from the credit union space, read the Tracker's News and Trends section (p. 11).

## LEVERAGING MOBILE TECHNOLOGY TO ENHANCE ATM SERVICE

Consumers visit ATMs for convenient access to their checking or savings accounts, but that does not mean they want to use the machines for all of their banking





needs. Digital and mobile banking outlets are widely available, so members who make trips to their credit unions' branches are likely doing so for a reason, Tony Hildesheim, chief administrative officer of Santa Rosa, California-based [Redwood Credit Union](#), explained in a recent interview. In-person visits typically occur because members want to speak face-to-face with representatives to get help with their accounts and directing these members to video-equipped ATMs might not give them the experiences for which they had hoped. In this month's Feature Story (p. 7), Hildesheim explains why customers' expectations should be prioritized when CUs roll out new technologies and details how a focus on consistent interactions across channels could build member loyalty.

### REIMAGINING THE ROLE OF THE ATM IN A POST-PANDEMIC MARKET

The ATM has [emerged](#) as an important tool for credit unions as brick-and-mortar branches remain closed. CUs across the nation are embracing new interactive teller machine (ITM) innovations that leverage technologies allowing more complex banking transactions as many staff members continue to work remotely. CUs are also equipping their ATMs with biometric scanning technologies that offer touchless identity verification options and provide enhanced data security, which is gaining importance as financial institutions (FIs) struggle to combat spikes in digital identity theft and fraud. This month's Deep Dive (p. 15) focuses on how credit unions are leveraging ATM innovations to safely meet members' financial needs and ensure their accounts remain secure while helping them observe social distancing best practices.

# EXECUTIVE INSIGHT

## How are ATMs' roles evolving amid the COVID-19 pandemic, and how should CUs strategize offering more services through their ATMs?

"ATMs have always been [extensions of] credit union branches, and this is never more evident than when branches face modified hours and temporary closures. ATMs fill a critical void, not only for providing cash, but for handling deposits, transfers, balance inquiries and other related services. Another benefit? They are open [24/7 year-round]."

While ATM withdrawals, transfers and balance inquiries are down as a result of COVID-19 stay-at-home orders, the numbers are improving — and ATM deposits have remained generally flat, with a slight increase in recent weeks. Now is a good time for credit unions to ensure the operational integrity of their ATM fleets. A great place to start strategizing is to reflect back on the early phase of the pandemic: What were your members not able to accomplish with your ATMs? Cash is generally a given, but what about making deposits, transferring funds or making loan payments? Additionally, think of the role that safety now plays with payments. How can we make the ATM safer? Can you enable near field communication for contactless cards or begin accepting pre-staged, application-based withdrawals? By evaluating these opportunities, CUs can formulate plans to enhance and elevate the ATM experience."

### Glynn Frechette

senior vice president of Advisors Plus at [PSCU](#)

# 5 FIVE FAST FACTS

1.7%

Share of members who use challenger banks' services in conjunction with those of their current CUs



34%

Portion of CU members who would be willing to switch to challenger banks if they offered unrestricted ATM access



7%

Share of CU executives who consider PayPal to be a competitive threat



79%

Portion of consumers who find complete digital experiences important when choosing FIs



26.8%

Share of CU members concerned that using challenger banks might result in financial fraud





# FEATURE **STORY**

HOW BALANCING MEMBERS'  
NEEDS **IMPROVES END-TO-END**  
**ATM EXPERIENCES**



ATMs are known for their convenience, offering walk-up or drive-thru access to financial products like checking or savings accounts. Users leave with cash in hand or checks deposited in minutes, all while avoiding the hassle of standing in crowded, slow-moving queues to speak with human tellers. Circumventing such delays is even more important during crises like the COVID-19 pandemic, which has made social distancing and limiting contact with public spaces a necessity.

True service-related issues appear when comparing legacy ATMs to modern digital banking solutions, however, as online and mobile channels now provide nearly all the products customers could access when visiting bank branches. The shift toward speedy solutions has made designing end-to-end experiences that are consistent regardless of banking channel important for FIs that want to retain their customers.

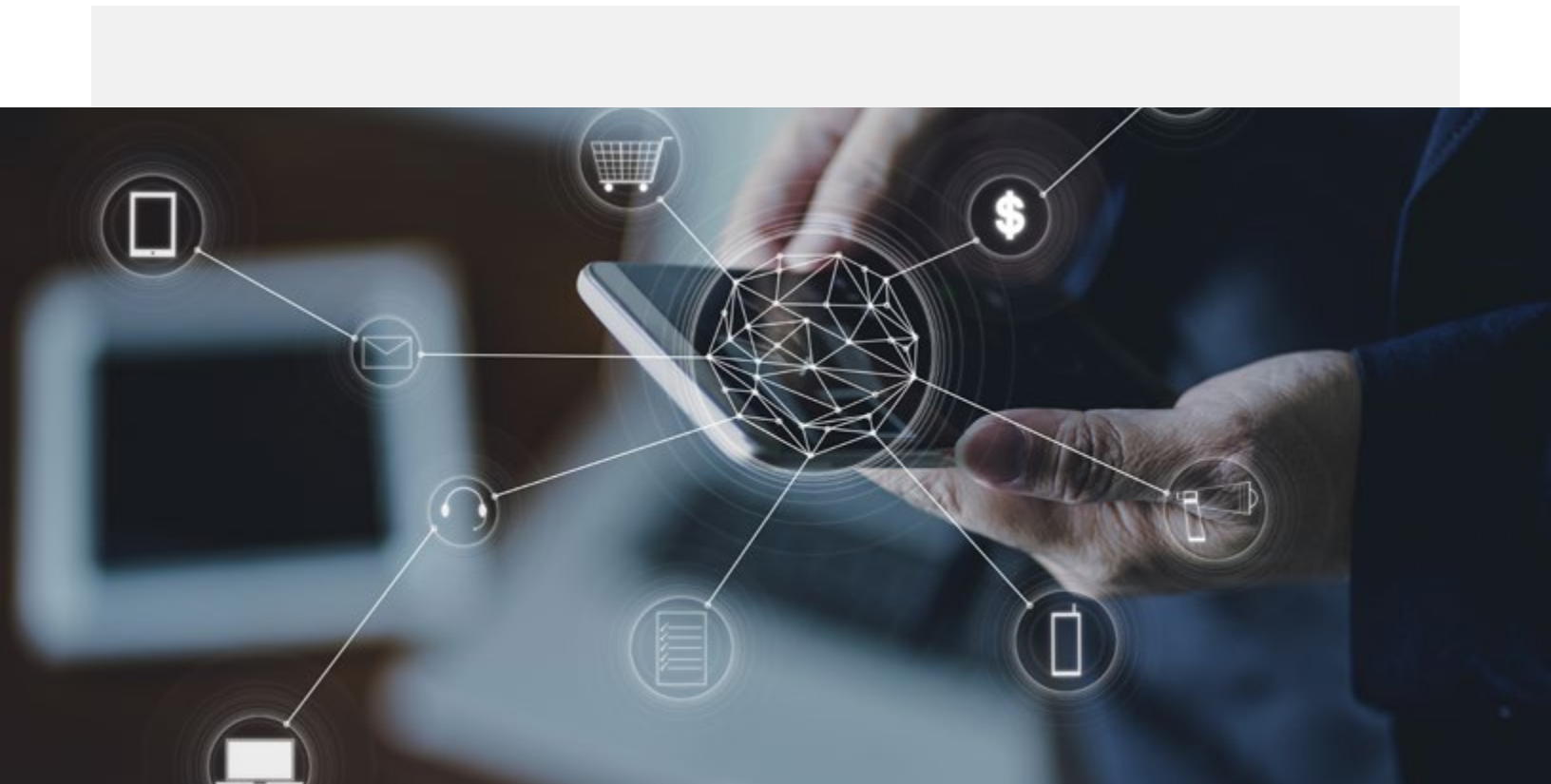
“We’ve always [taken] a holistic view of our members and said, ‘Well, when do they want to go to the branch versus when do they want to be able to [bank] anywhere?’” Tony Hildesheim, chief administrative officer of Santa Rosa, California-based [Redwood Credit Union](#), said in a recent interview with PYMNTS. “We try to make sure our ATMs meet [their] specific needs.”

Strategies for current and future ATM offerings require consideration of the entire ecosystem, he added. Failing to understand how products fit into the larger services scope could be a mistake for FIs, especially if the focus on customers’ experiences is lost in the mix.

### **FOCUSING ON CONSISTENCY**

Traditional ATMs offer customers only limited access to accounts, but Redwood Credit Union has invested in allowing its members to access checking, savings, money market and other account types – as well as to transfer





money between accounts — at its machines. Its goal was to make sure they could partake in all banking services through any channels.

“The rules have to work the same whether [members] walk into a branch and talk to the teller, go to an ATM or [transact] at home [online or through the app],” Hildesheim explained. “I want that experience to be consistent.”

The latest technologies and trends might sound like important additions to banking operations, but FIs should examine how consumers plan to use each channel before emphasizing new tools. Many credit union players have already added video capabilities to their ATMs, he noted, but assuming members want to use automated solutions for every interaction could alienate rather than assist them.

A member may not feel valued if he drives all the way from his home to speak with a teller at a CU branch and is instead referred to a video-enhanced ATM, Hildesheim cautioned. That member likely could have accessed such services online and thus might feel as though the trip was worth nothing. The member also might have been

unable to complete the services from home because of lacking the necessary device or internet service to use digital banking channels, and being directed toward an unfamiliar machine might increase the sense of frustration. This example illustrates that understanding what users want from their experiences is key to ensuring FIs offer products in the most inclusive, consistent ways.

“They can walk right up to an ATM within a few minutes, deposit that check and get a printout on the receipt with an image ... so they have a record for themselves, and it immediately acts just like if they had walked inside the branch and had had a teller do it,” Hildesheim said. “The holds are the same, the limits are all the same, so it’s a really good experience.”

The credit union also allows members to increase withdrawal limits from their mobile devices, meaning those with access to mobile banking channels can address on-the-go needs from their smartphones or by speaking with branch staff who can assist them with tablets. The focus must be on giving members as many functions as

possible within the context of their digital environments, Hildesheim explained.

## THE COSTS OF UPGRADING

Some FIs have received positive feedback after upgrading to video-based ATM services, but Hildesheim has reservations about their ability to deliver the experiences or savings CUs would value following implementation. He acknowledged that there are perks to such offerings, including that FIs might be able to slightly reduce their teller counts or extend operations by enabling remote workers to answer after-hours questions by video. These benefits may not be worth it if CUs' branch locations are not redesigned with videoconferencing in mind, however.

"We have ... branches that are automated cash branches, and they don't really have a teller line," he said. "If you're going to deal with cash, you're going to go to the ATM to deal with it, and we've got people there with tablets [who] can help you do whatever you need to do."

Cash is not disappearing the way some reports have claimed, Hildesheim added. This has made understanding what members are doing at ATMs all the more important because additional technologies do not make sense if consumers are visiting the machines primarily for cash transactions.

"I really believe that, if nothing else, [stay-at-home orders during COVID-19 have] actually changed people's idea about what they need to do, how they need to interact with several entities, and FIs are just one example," he said. "I think we're going to see a major shift in how people bank as a result of the pandemic, and those credit unions and banks [that] have invested in digital, [that] have really thought about the mobile-first experience, they're going to see a shift in behavior and probably gain membership as a result."

Members are learning they do not have to visit physical branches to accomplish their financial tasks, Hildesheim added. This might lead to right-sizing brick-and-mortar spaces as well as focus shifts to keep services as

convenient as possible, giving users more options and consistency when accessing products across channels.

"That is where I think you are starting to see a shift: You are not necessarily seeing only ATMs, you are seeing [FIs] experimenting with shrinking the footprint of the branch, making sure the full service is there [so that] if [customers] want to talk to a mortgage person, or investment or insurance – [if] they want to talk to one of those advisors, they can do that at the branch," Hildesheim said. "But, if they just want to do a simple transaction, there is an ATM sitting right there or, hey, you can do it on your mobile device."

Options allowing members to bank as they choose will help keep them satisfied with their credit unions, but consistent, convenient experiences across in-branch solutions, digital or mobile products and ATM offerings are even more important. This is especially true when customers cannot interact as they normally would. Those who feel their FIs give them the same service regardless of channel will be much more inclined to continue banking with those entities.



# NEWS & TRENDS



## PAYMENTS AND BANKING TRENDS

### NEW DEBIT, CREDIT CARD SPENDING FIGURES HINT AT RECOVERY

Consumers' spending has been seriously affected as households wrestle with the ongoing COVID-19 pandemic's impacts. Many are curbing their day-to-day expenses to conserve funds for emergencies or because job losses have left them with less to spend. New data reveals some recovery despite the overall decline in consumer spending, however. Credit union service organization (CUSO) PSCU [reported](#) recently that credit card spending was

down 25 percent in the last week of April compared to the same period in 2019 – better than the 28.9 percent year-over-year decline marked in the previous week.

Debit card spending was up 5 percent year over year in the final week of April, offering another encouraging sign. Debit transaction volumes, however, saw a 12.2 percent year-over-year decline compared to the 16.7 percent decline recorded last year. Glynn Frechette, PSCU Advisors Plus senior vice president, said that continued growth in transaction sizes and volumes during the final weeks of April indicates that consumers are spending their federal stimulus funds. This would mean that direct assistance is effectively funneling funding back into the economy.

### **DIGITAL CARD MANAGEMENT TOOLS SERVE CUSTOMERS DURING STAY-AT-HOME ORDERS**

Credit unions also can encourage spending by making it easier for consumers to acquire and manage their debit and credit cards, especially by offering convenient digital tools to those following stay-at-home orders. PSCU is seeking to help its CUs do just that by [improving](#) a mobile card management tool available to them and their members. The offering is currently being piloted and enables users to deactivate and reactivate their cards as well as request new ones. The service's digital nature means it can be remotely accessed at any time.

### **USE OF ITMs INCREASES AS CU BRANCHES REMAIN CLOSED**

Fifty-four percent of consumers still rely on bank branches in some capacity, which means it is imperative for CUs to ensure that members who visit brick-and-mortar locations can conveniently access their accounts and funds. Interactive teller machines (ITMs) are one option to help [support](#) these users' needs even when branches are closed. These machines are similar to ATMs in that they allow customers to check their account balances and deposit or withdraw cash, but they are also equipped with video screens that enable users to speak with tellers. This allows customers to ask more complex financial questions without making appointments or waiting in long lines to make their queries in person.

Consumers Credit Union installed ITMs at some of its Michigan branches prior to the COVID-19 pandemic, and the machines have become a main point of communication with users during the outbreak. They are located within the credit union's branches, which are otherwise open by appointment only to help minimize health risks.

These tools' virtual natures can help branch-dependent users access needed services while maintaining social distancing protocols.

### **EMPLOYEES STAY SAFE — AND REMOTE — VIA ATM-ENABLED VIDEO TELLER SERVICES**

Pioneer Federal Credit Union is also [finding](#) that remote features are key to offering robust services, as they enable employees to work from home and support members' social distancing. The CU has been promoting its video-enabled ATMs during the pandemic, allowing it to provide more complex financial services as safely as possible. The credit union has also experienced a boost in the usage of its mobile app, which supports more complicated functions such as loan application submissions and account openings. Tracey Miller, Pioneer's senior vice president of operations, said the CU has seen an average of 130 mobile app-enabled support calls daily since the pandemic began, compared to an average of 30 calls per day when the CU's branches were open for regular business.

### **CU MEMBERS WANT EASY, UNRESTRICTED ACCESS TO ATMs**

ATMs are playing an important role in providing CU members with access to banking services during the pandemic. Many members want unrestricted access without facing additional charges, however, and these expectations could prompt them to look for services elsewhere, according to the findings in the latest Credit Union Innovation Playbook. More than 28 percent of CU members would consider switching to challenger banks that did not require them to pay ATM fees, and another 34 percent would be willing to switch if given the ability to access



any ATM. Retaining and engaging these members means CUs must consider offering easy and possibly free access to ATMs.



## LENDING DEVELOPMENTS

### CREDIT UNIONS STRUGGLE TO HANDLE FLOOD OF PPP APPLICATIONS

Credit unions are facing numerous challenges amid a [surge](#) in loan applications for the federal Payroll Protection Program (PPP). CUs are straining to handle the demand as they confront delayed information from the SBA, reduced on-site staffing and remote workforces, according to J.T. Cody, Security Service Federal Credit Union's executive vice president and general counsel.

Other hurdles include failing to receive completed applications or required documents from loan seekers, which lengthens the review process and can further stress credit unions' resources. CUs can also struggle to identify members who are eligible to receive the benefits. Many CU members work as independent contractors and use retail banking services, while others can be retail members running sole proprietary businesses and using P2P apps such as Venmo, Cody added.

### ENT CREDIT UNION DEFERS \$90M IN LOAN PAYMENTS DURING COVID-19 PANDEMIC

A multitude of consumers and businesses are wondering how they will survive the economic downturn resulting from the COVID-19 pandemic, but CUs appear to be stepping up to help. One such effort is being led by Colorado Springs, Colorado-based Ent Credit Union, which has [announced](#) a relief program through which it will cut fees, defer approximately \$90 million in loan payments, expand credit lines for businesses and issue more than \$24 million in emergency loans to its more than 370,000 members.

Providing monetary support is just one step in Ent Credit Union's crisis response, however. The CU has required most of its staff to work from home to avoid spreading COVID-19, and it is paying those who must staff its brick-and-mortar branch locations "time-and-a-half for the added risk of interacting with the public." The credit union is also providing additional sick days for employees. They are allowed to take mental health days without using their paid time off and are encouraged to participate in regular check-ins via video chat, as well.

### **FINTECH, CU COMPLETE FIRST-EVER REMOTE ONLINE NOTARIZATION IN IOWA**

Mortgage loans have traditionally required in-person meetings to sign and notarize documents before they can be approved, but new state-level legislation in Iowa has done away with the need for notaries to physically witness such signings for real estate loans. Des Moines-based FinTech LenderClose recently [completed](#) the first remote online notarization (RON) following a late-March Iowa State Public Health Emergency Declaration, closing a mortgage loan for a member of the Collins Community Credit Union. The FinTech's platform offers a "fully integrated ID verification system built off a knowledge-based authentication framework" that enables closing processes to occur over computers, smartphones or tablets, so long as whatever device is used can create secure audiovisual records of the processes. These recordings are stored in the cloud alongside signed copies of the important documents.

The LenderClose platform currently enables members to access needed funding without risking exposure to COVID-19, and it will also serve those who might not have the time or means to travel to FI branches. The FinTech anticipates other local CUs — including Community Choice Credit Union, Financial Plus Credit Union and Serve Credit Union — will soon begin offering its RON solution, and Omar Jordan,

LenderClose's CEO, predicts the technology will also be adopted across state lines. LenderClose is "working with [its] partners to implement a RON solution where possible," according to Jordan, and the U.S. Mortgage Bankers Association has noted that 23 U.S. states already allow RON.

### **COASTAL CREDIT UNION RELEASES APP FOR LOAN PAYMENT DEFERRALS**

Raleigh, North Carolina-based Coastal Credit Union, which operates 23 branches in the state, is leading another effort to help consumers weather the economic downturn. The CU recently expedited the [release](#) of a program for its online banking platform and mobile banking app to help users postpone loan payments for up to three months. The CU's no-fee Skip-A-Pay tool is available to members with eligible loans and allows them to easily modify their loan due dates without affecting their credit scores.

The tool is just the latest in the financial relief package created by Coastal CU in response to the pandemic. It is also suspending a number of different fees, allowing uninterrupted account access and enabling members to apply for emergency relief loans.

## **RECENT PARTNERSHIPS**

### **SERVICE 1ST FEDERAL CREDIT UNION COLLABORATES WITH PSCU FOR TRANSACTION PROCESSING SUPPORT**

Service 1st Federal Credit Union has announced it is [joining](#) PSCU, which supports approximately 1,500 credit unions, to offer cutting-edge technology, improved member engagement and support for its members. Danville, Pennsylvania-based Service 1st, which manages over \$428

million in assets, sought a partner that could help it process the transactions and portfolios of its more than 35,000 members.

Partnerships between CUs and CUSOs can be advantageous during crises, as the latter can provide the former with the infrastructural support necessary to offer remote banking tools and protection from security threats. PSCU will begin providing services to Service 1st in the fall of 2021.

#### **4FRONT CREDIT UNION TEAMS WITH PLINQIT TO OFFER FINANCIAL LITERACY SAVINGS APP**

Other CUs are entering strategic partnerships with technology providers to offer innovative financial tools that they would be unable to create on their own. 4Front Credit Union, which serves Michigan, has recently [teamed](#) with Plinqit to offer the latter's mobile savings app to its members. The mobile-first platform offers monetary incentives and other rewards to users who learn about financial wellness and better saving habits through its videos, articles and quizzes. The partnership's goal is to improve 4Front's members' financial literacy while fostering engagement with the CU.

#### **CUNA SIGNS 250 CREDIT UNIONS TO NEW COMPLIANCE MANAGEMENT PLATFORMS**

CUNA has reported that more than 250 credit unions have adopted and begun using two web-based compliance platforms two months after they were rolled out. CUNA [designed](#) the systems to help CUs stay on top of shifting state and federal regulatory changes. The platforms are powered by Woodinville, Washington-based software

developer Quantivate and were piloted by a small group of credit unions in late 2019.

It has become imperative for CUs to keep up with and navigate new regulations that have been quickly established to weather the pandemic's impact, such as the CARES Act and the PPP. The platforms aim to help credit unions build compliance programs so they may be "more agile and confident as financial first responders," according to Jared Ihrig, CUNA's chief compliance officer.

#### **TRULIANT FEDERAL CU PARTNERS TO OVERHAUL ITS DATA STRATEGY**

Truiliant Federal Credit Union recently partnered to overhaul its data strategy and improve its member experience. The Winston-Salem, North Carolina-based CU is [working](#) with Lodestar Technologies, a data and technology solution provider, for better intelligence and analytical capabilities. The partnership will enable the CU to aggregate data insights from various sources, which can then be immediately accessed by CU staff for operations such as collections, delinquency, fraud management, risk management and to develop sales and marketing campaigns. Sandeep Uthra, Truiliant's chief information officer, said that having access to these data insights is critical to understanding its 250,000 members' banking needs.

# DEEP DIVE

## OFFERING AN END-TO-END EXPERIENCE THROUGH ATMs

The COVID-19 crisis has triggered a quantum leap among CUs toward offering innovative products and services. Safety measures implemented to slow the virus's spread have forced credit unions across the U.S. to [shutter](#) their physical branches as states lock down and residents are confined to their homes. This has led many CUs to re-think how they can remotely and efficiently serve members, and many have opted to do so by reimagining and reinventing the ATM.

Consumers and businesses have been consciously [moving](#) away from cash-based payments in favor of digital alternatives, but the risk of infection has left many consumers particularly anxious about visiting physical branches and even ATM locations. Traditional ATMs have primarily been used to dispense cash and perform basic banking functions like viewing account balances, but their limited utility and high-touch interfaces have made them unappealing to many consumers amid the pandemic.

The new generation of ATMs, which credit unions are utilizing at a growing rate, are anything but traditional, however. CUs are now deploying machines that offer drive-thru services, and many come equipped with

videoconferencing capabilities offering features that go far beyond allowing simple cash deposits and balance checks. They also support contactless ATM experiences that spare consumers from interacting with keypads. The following Deep Dive explores the innovations that have brought ATM banking into the digital age and redefined credit unions' roles as COVID-19 restrictions alter their relationships with members.

### ATMs GO TOUCHLESS WITH BIOMETRICS

Members' anxieties about leaving their homes and coming into contact with surfaces that are frequently touched by others can prevent them from realizing the full benefits of their CUs' services during the COVID-19 crisis. These fears have caused many to [avoid](#) cash and ATMs, especially during the first few weeks of statewide shutdowns.

Several innovative features provided by newer ATMs can solve these issues, however. Biometric solutions offer touchless alternatives to typing PIN codes on keypads, for example, as they can scan consumers' facial features and irises to [authenticate](#) their identities without physical



contact. Such solutions are already in use around the globe, too. Spain's CaixaBank was the first to allow users to verify their identities at ATMs with facial recognition scans, and Jordan-based Cairo Amman Bank has used iris-scanning technology to verify its ATM users since 2009.

Biometrics also enhance ATM security by addressing another challenge resulting from the COVID-19 pandemic: increased identity theft and fraud. The Federal Trade Commission (FTC) reports that instances of identity theft have spiked during the outbreak, with almost 222,000 cases reported in Q1 2020 alone.

Biometrics make identity theft more difficult for bad actors, as it is far harder to steal consumers' biometric information than it is to obtain their names, PIN codes, credit and debit card numbers and other financial information. Such details can be [purchased](#) on the dark web for little more than the price of a coffee.

Consumers also simply enjoy using biometric verification and trust its security. Those who have used such technologies also report high levels of satisfaction with them, due in large part to their ease of use, data security and convenience. PYMNTS' research [shows](#) that data security is the foremost reason for preferring biometrics, with 65.2 percent of satisfied users citing it as such. Adopting biometric verification tools thus presents a dual opportunity for CUs to enhance their ATMs' security and their members' experiences.

### **OFFERING IN-PERSON SERVICE THROUGH ATMs**

ITMs have also emerged as one of the more common innovations in CUs' efforts to serve their members during lockdowns. These video-enabled ATMs [allow](#) consumers to check their account balances, deposit checks,

withdraw cash and also initiate real-time videoconferences with human tellers for more complex transactions.

CUs have been employing cost-saving ITMs to provide services to members for some time, as these machines can [offer](#) round-the-clock access to financial services. These machines have become staples in credit unions' operations during the current health crisis, however, as many CUs rely on them to meet members' personalized needs during shutdowns.

Kalamazoo, Michigan-based Consumers Credit Union is one such CU. It adopted ITMs in 2019, and the technology has [become](#) a key component of its member outreach efforts during the pandemic. Lansing, Michigan-based LAFCU and Associated Credit Union in Georgia are also [relying](#) on ITMs for many of their member-facing services.

CUs had previously been modest in their adoption of ITMs, but this was not due to a lack of interest. Some studies suggest that 60 percent of all CUs were [interested](#) in implementing their own ITM kiosks before the pandemic, even though only one-quarter provided them. Their interest has only [increased](#) as the outbreak has progressed, however, signaling a growing market demand that is likely to compel more CUs to adopt the technology.

The need for digital banking innovations like ITMs will likely remain strong long after states have reopened their economies, as well. PYMNTS' research [shows](#) that the majority of consumers do not expect to return to their pre-pandemic lifestyles for another seven and a half months – or until a vaccine is widely available. Credit unions must therefore continue to provide their members with digital banking solutions that allow them to bank without breaking their social distancing regimens.

# ABOUT

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