



VISA ANALYTICS PLATFORM

Kinetic Credit Union uses Visa Analytics Platform to monitor token usage and drive mobile wallet performance

Kinetic Credit Union serves nearly 46,000 members across the U.S. with convenient consumer lending and personal banking solutions. Kinetic manages ~\$550 million in assets,¹ delivering focused service and support to help members improve their lives.



Opportunity

Kinetic Credit Union wanted to grow mobile wallet engagement and monitor progress against its goals.

Since 2020, Kinetic Credit Union has worked to drive mobile wallet enrollment and usage among their cardholders to improve user experiences and increase customer loyalty.

In the early stages of this effort, the credit union focused on increasing mobile wallet transactions through an incentive-based engagement campaign. This campaign was influenced by access to granular payments data and insights from **Visa Analytics Platform**, which replaced the previously used SQL-based reporting solutions that did not offer the desired level of detail, timeliness, or ease-of-use.

After exceeding baseline goals by more than 100%, the executive team set new growth goals for the next phase of the campaign and wanted to track mobile wallet enrollment and usage performance month-to-month going forward.

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1. Kinetic Credit Union: Financial Performance Reports, Credit Unions Online, 2024. <https://www.creditunionsonline.com/credit-union-financials-2274.html>



Solution

Visa Analytics Platform token reporting help Kinetic maintain visibility into mobile wallet growth.

Kinetic uses a combination of two custom 16-week and 13-month rolling transaction count reports, in addition to the **Token Life Cycle Activity, Usage and Cohort Trends dashboard** within Visa Analytics Platform, to monitor performance of mobile wallet activity.

This dashboard allows Kinetic to drill deeper into monthly token usage frequency for specific Token Requester IDs. The C-suite at Kinetic then uses these insights to monitor progress towards growth goals.

These token reporting capabilities have enabled Kinetic to target its mobile wallet campaigns more effectively, helping to drive steady increases in mobile wallet enrollment and usage that far exceeded their baseline goals.



Results

As of July 2024, Kinetic Credit Union's mobile wallet performance has continued to grow:

24%

increase in mobile wallet enrollees from July 2023-2024

37%

increase in total transactions per month from July 2023-2024

~3X

more unique cards enrolled in mobile wallet vs goal

156%

of targeted goal achieved for mobile transactions per enrollee per month



Visa Analytics Platform has been instrumental in helping drive the growth of our mobile wallet enrollment and usage program. With Visa Analytics Platform, my team has been able to empower our C-level decision makers with key insights into the card usage trends and business performance.

— Rob Olinger, Business Intelligence Administrator, Kinetic Credit Union



Visa Analytics Platform offers a variety of token lifecycle management reports to help you monitor and improve token performance. To learn more:



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