



Transforming for the future

During its last financial year, £54,000 in online withdrawals were automated using incuto

MCU now automates around 40K payments per month with a monthly value of £1.6m, saving around £15K a year in staff time

Faster Payments via incuto allow Members to access instant cash 24/7

About

Manchester Credit Union (MCU) is a member-owned financial cooperative which has been in operation for 30 years. It exists solely for the benefit of its members, with all profits generated returned in the form of dividends on savings or investments to improve services. This credit union is open to anyone who lives or works in the city of Manchester, Bury, Rochdale, Tameside, Trafford, Stockport and the High Peak. Operating under the mantra of: 'For people, not profit', MCU is governed by a volunteer Board of Directors who are elected by the members, alongside its Finance and Audit & Risk Committee.

Background

MCU's Chief Operating Officer **Mandy Wilcock** met the incuto team following a presentation on Buzz, its marketing communications tool for credit unions. "It was immediately apparent to me how valuable this communications tool could be for our credit union," she says. "I then found out more about the incuto platform, including its Member Area and the App, and it was clear that the solution on offer was a significant step forward from the technology we had been using previously."

Although MCU had a back office system in place which enabled Members to view balances and complete transfers online, it was heavily labour intensive. "All transactions required a manual update three times a day, meaning a member of the team had to be physically present to do this or transactions and transfers would not go through," **Mandy** explains.

The solution

incuto offers MCU a fantastic opportunity to automate its services and communicate more effectively with Members. As **Mandy** explains: "Previously we had to manually extract Member data out of our previous system so we could use a third-party email marketing service to send out messages to our members. incuto has this capability built in, and it has meant we can send more regular communications and keep in touch with people to communicate offers they may be interested in, as well as help and support if they should get into financial difficulties."

"Our approach to communication has been transformed using incuto Buzz," **Mandy** continues. "Because it is so quick and easy to send out standard offers and updates, our time is freed up to deliver a more personalised service to those Members who need our help. For example, we now have more time to reach out to individuals who are struggling to pay back loans and speak to them directly about how we can help."

incuto's technology means that withdrawals by MCU members no longer require a manual update. Indeed, last year, £54,000 of withdrawals were made via its new Member Area on the website which would previously have required to be checked and authorised by a member of its team.

It also means that Members who receive payments such as Child Benefit directly into their MCU accounts, no longer have to wait until a member

of staff can authorise the transaction. Before incuto, if this payment had been made over a weekend, Members would have to wait until Monday morning until they could access it.

“Access to Faster Payments has been a huge step forward in the service we can offer our Members. It brings what we can offer in line with any other high-street and online bank, and gives us license to market MCU to a wider audience of potential Members.”

The future of community banking

incuto’s technology opens up a range of possibilities to MCU, not only in supporting existing Members and ensuring they have access to the best advice and financial products, but also in attracting new Members.

“The technology, especially features like Faster Payments and the Member Area features, opens up so many new opportunities for us as a credit union,” says Mandy. “Not only this, but the combination of online access for Members and automated back office processes means we can run more efficiently and make sure Members have real-time access to their accounts and money.”

Mandy explains that the Covid-19 pandemic has woken many credit unions up to the need for better technology to support their teams and Members.

“Previously there was a lot of discussion around the cost of technology and innovation, but what 2020 has brought into focus is the cost of not doing anything. Never has it been more important to take the action needed to enable Members to access services and loans digitally.”

Manchester Credit Union Ltd. is authorised by the Prudential Regulation Authority, and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. FRN: 213400

About incuto

incuto was founded on the basis that everyone deserves access to affordable finance. As part of the Fair By Design, accelerator programme, it aims to tackle the poverty premium whereby lower-income households pay more for finance, whether it is high-interest pay day loans or inflexible bank charges. Incuto is an innovative banking platform for Credit Unions, community banks and CDFIs. It allows these banks to better serve their communities by updating legacy technology, enhancing the end user experience and improving access to customers.

Our technology is a SaaS solution for our clients. We support back-office processes, financial education, communication, performance management and enhanced service provision. The missing link between Credit Unions and major distribution networks, we offer clients the chance to integrate their services with major organisations like Starling Bank, Post Office, Vocalink, Telefonica, Mastercard and Experian.