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The Great Transaction Challenge: Third Quarter Results

Who leads the way after the third quarter?

Middletown, Pa. (October 19, 2017) – MY CU Services’ Great Transaction Challenge encourages credit unions to expand their electronic bill payment (EBP) transactions in 2017, and it’s in the final leg of the competition! The third quarter results are in, which begs the question, who’s leading the way?

Here are the leaders as of the third quarter:

1. Stanwood Area Federal Credit Union
2. Sabattus Regional Credit Union
3. Sweet Home Federal Credit Union
4. Oakdale Credit Union
5. North Penn Federal Credit Union
6. Pittsburgh Firefighters Federal Credit Union
7. First Capital Federal Credit Union
8. Grove City Area Federal Credit Union
9. Reliance Federal Credit Union
10. Mountain Laurel Federal Credit Union

“The third quarter is always a ‘make-or-break’ time in the Great Transaction Challenge,” said Jaime Agostino, director of marketing for MY CU Services. “It’s easy to lose steam in the last half of the year, but many credit unions still seem to be pushing through, which is great for the competition and great for their bill payment service.”

MY CU Services provides several marketing resources to get the word out to credit union members about electronic bill payment’s benefits and convenience. All participating credit unions have access to marketing templates and commercials to easily promote electronic bill payment to their members.

The credit union that increases their EBP volumes by the largest percentage over their 2016 totals will be awarded free bill payment in 2018 (not to exceed \$5,000).

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About MY CU® Services, LLC

MY CU Services is a leading provider of electronic payment, mobile and technology solutions for credit unions; headquartered in Middletown, Pa. MY CU Services currently provide services to more than 1,300 credit unions nationwide. For more information, visit www.mycuservices.com. It’s time to Experience the Difference with MY CU Services.