

CASE STUDY

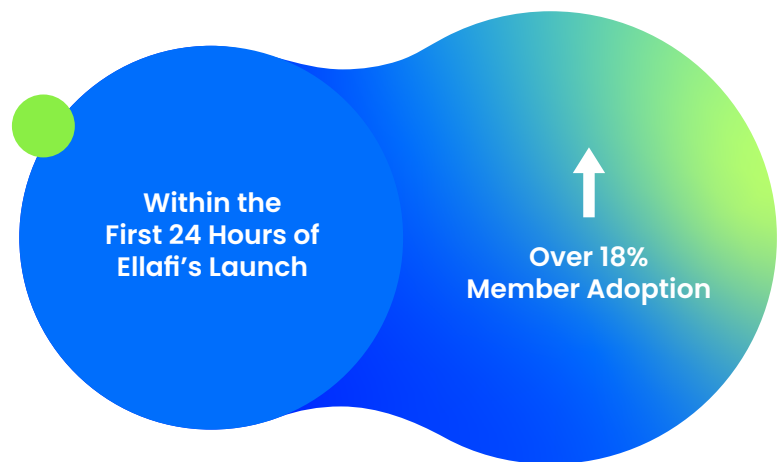
How Ellafi Transformed Member Financial Wellness for Women+ with JoyCompass



Executive Summary

When Seasons Federal Credit Union made the strategic decision to rebrand to Ellafi Federal Credit Union, the institution set out to do more than simply change its name. The rebrand represented a fundamental shift in mission and focus—specifically targeting women and those who support them with personalized financial services. To support this transformation, Ellafi implemented Bankjoy's JoyCompass, a data-driven financial guidance platform that aligned perfectly with their new mission of financial empowerment.

The results were remarkable: over 18% member adoption within the first 24 hours of launch, demonstrating both the immediate appeal of the platform and the perfect alignment with Ellafi's reimagined brand promise.



About Ellafi



Ellafi believes that financial institutions should reflect the communities they serve—and for too long, women+ have been underserved, underrepresented, and underestimated. Ellafi was born from a bold idea: to reimagine banking with purpose, empathy, and inclusion at its core.

They don't just offer products—Ellafi offers partnerships. They listen, support, and show up—especially for those who've been overlooked in traditional banking spaces.

Ellafi's core principles are EPIC:

- **Evolution** – We embrace change and drive progress.
- **Passion** – We bring heart to everything we do.
- **Integrity** – We do what's right, always.
- **Commitment** – We show up, stand up, and follow through.



Taking On the Challenge: Reimagining Banking with Purpose

Seasons Federal Credit Union had built a solid reputation over decades of service to its community. However, when leadership sat down to evaluate their “why” they started digging into underserved demographics within their community. Through both internal and external research, they uncovered a gap in banking for women and their allies (women+). Despite their growing spending power and the fact that women tend to be more future-focused, there was a lack of financial education and service offerings geared towards women.

“

We recognized that women in particular have historically been underserved by the financial industry. Our data showed significant gaps in financial confidence and access to personalized guidance among this demographic, despite their growing economic influence. We needed to address this directly through both our brand identity and our service offerings.

”



Dillon Tardif

VP of Marketing and Digital Products at Ellafi

Solution

Strategic Rebrand to Ellafi Federal Credit Union

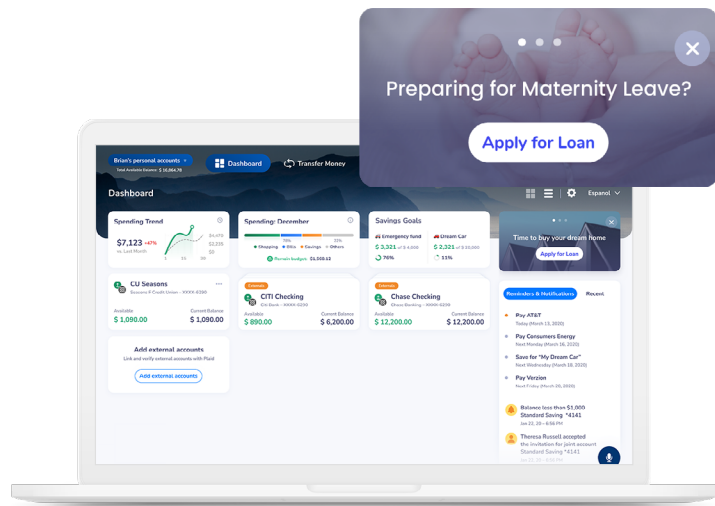
The rebrand to Ellafi Federal Credit Union was carefully crafted to reflect a bold new direction—centered on financial empowerment, inclusion, and impact. The name “Ellafi” combines “Ella,” a word that signifies femininity across cultures, with “FI,” short for Financial Institution. It also serves as a meaningful acronym: Empower. Lead. Lift. Achieve. Financial. Independence.

But this rebrand is far more than a name change. It represents a comprehensive transformation of the credit union’s mission, vision, and service philosophy.

At the heart of Ellafi is a commitment: to Empower and Lead women+ with the goal to Lift economic resilience and help women, and their allies, Achieve Financial Independence. This mission is brought to life through tailored products, inclusive services, and innovative digital tools that are designed to support women+ throughout their financial journeys.

From accessible financial education to personalized banking experiences, Ellafi is intentionally built to meet the needs of a community that has often been underserved—championing financial confidence and long-term independence.

JoyCompass: the “Perfect Partnership”



The research the Ellafi team did in advance of their rebrand uncovered the need for financial wellness support among women+. Building out the financial education aspect of the banking experience was a key priority for the team and they felt it was lacking in the market at the time. The stars aligned and Bankjoy launched JoyCompass while Ellafi was looking for this exact type of solution.

“JoyCompass perfectly aligned with our launch, our mission. It was fate. A perfect partnership,” says Dillon, “With our new focus, JoyCompass is the perfect tool for us to empower our members and give them a personalized financial wellness experience.”

Results

The impact of JoyCompass on Ellafi's transformation exceeded expectations across multiple dimensions:

Rapid Adoption Metrics

The most immediate and striking result was the rapid adoption of the JoyCompass platform: Ellafi saw **18% member adoption within 24 hours** of launch which significantly outpaced expectations and highlighted members' appetite for financial empowerment aids.

The Ellafi team credits the accelerated adoption to the personalized financial guidance that JoyCompass enables, empowering Ellafi to meet members where they are.

"The financial wellness and empowerment aspect was something we wanted to focus heavily on. It was something our members needed and what they wanted," says Dillon.

Financial Wellness Impact

Having financial wellness tools directly integrated within the digital banking experience has been helpful for Ellafi's members. The fact that JoyCompass does not require a separate app or login has made it easier than ever for members to better understand their finances and meet their goals.

"We've always been looking for different ways to help our members manage their finances." Ellafi's VP of Marketing and Digital Products told us, "Having JoyCompass within our digital banking, powered by our own data, is just phenomenal. Having it right there is just so easy, it's nice for our members to track their goals and help them whatever their goals are—whether it's paying off debt, saving for maternity leave, or anything else."



“

JoyCompass is a proactive product, it helps members understand where they stand and offer support to plan for the unexpected before an issue arises so they can overcome obstacles.

”

Dillon Tardif

VP of Marketing and Digital Products at Ellafi

Results

Building on the successful launch, Ellafi Federal Credit Union looks forward to seeing their membership and JoyCompass' functionality grow. The Ellafi team is excited about the speed at which JoyCompass is evolving as well as how the Bankjoy team works to understand members' needs and ensure the product is delivering on them.

Ellafi Federal Credit Union's transformation demonstrates how a thoughtfully executed rebrand, when paired with innovative technology that delivers on the brand promise, can drive exceptional results. By focusing on inclusion and empowerment—particularly for women+—Ellafi has positioned itself at the forefront of credit unions adapting to meet the evolving needs of diverse communities.

Ready to Empower Your Account Holders? **Discover JoyCompass**

[Bankjoy.com/contact](https://bankjoy.com/contact) →

