

- CommunityWide Federal Credit Union

# How CommunityWide turned indirect members into highly engaged digital banking users

POWERED BY

Bankjoy JoyCompass

Plaid Data Enrichment & Account Aggregation

**+25%**

Retention lift for members who created a budget

**+12%**

Retention lift for members using Spending Analysis

**18,000+**

External accounts linked across the membership

# A loan-servicing app, transformed into a financial super app

CommunityWide Federal Credit Union serves a unique member base, with a significant portion consisting of indirect lending members. To better serve this diverse membership and support holistic financial wellness goals, CommunityWide implemented Bankjoy's JoyCompass platform with Plaid integration.

By deploying JoyCompass with Plaid's data enrichment and account aggregation, CommunityWide transformed its mobile app into a financial super app: a single destination where members can see and manage their full financial life, regardless of where their primary checking account lives.

The impact was immediate and measurable. Members who engage with JoyCompass's financial wellness tools are dramatically more likely to stay active in digital banking – and to deepen their relationship with CommunityWide over time.

## RESULTS AT A GLANCE

**+12%**

**RETENTION LIFT**

Members with Spending Analysis vs. baseline

**+25%**

**RETENTION LIFT**

Members who created a budget

**18,000+**

**ACCOUNTS LINKED**

External accounts at Chase, Huntington, Fifth Third & more

## Serving members who bank elsewhere

CommunityWide's indirect lending model creates a distinctive dynamic: tens of thousands of members joined through a loan product, not a checking account. For many of them, their day-to-day banking — direct deposit, bill pay, everyday spending — happens at Chase, Huntington, Fifth Third, or Chime.

The result, before JoyCompass, was predictable: limited engagement. Members logged in to check a loan balance or make a payment, then left. CommunityWide could see only a fragment of each member's financial life, which made it impossible to:

- ✓ Provide budgeting or savings guidance based on actual spending behavior
- ✓ Surface relevant product offers at the right moment
- ✓ Build the kind of trust that turns a loan customer into a primary financial relationship
- ✓ Compete with standalone financial apps members were turning to elsewhere

*For us in particular, it's a big benefit for the members, because they couldn't fully utilize the Bankjoy platform without that extra integration to see the aggregate data and then to fully use the personal financial management piece.*



**Margaret Nieter**

CIO, CommunityWide FCU

CommunityWide had evaluated other financial wellness solutions, but found them poorly integrated, unintuitive, or both. They needed something that felt native to digital banking — not a bolt-on.

# JoyCompass + Plaid as a financial super app

When Bankjoy launched JoyCompass, CommunityWide moved quickly. The platform combined two things they'd been looking for: a deeply integrated financial wellness experience and Plaid's best-in-class account aggregation and data enrichment — all delivered inside the existing digital banking app, with no separate login or download required.

1

## Plaid Data Enrichment — clean data that actually powers wellness

Data from core systems often arrives with unclear merchant names, miscategorized types, or inconsistent formatting. Plaid's enrichment layer cleans, standardizes, and categorizes it automatically — turning it into the fuel that makes budgeting, spending analysis, and cross-sell intelligence work. The moment a member opens JoyCompass, they see a clear, organized picture of their finances, not a confusing dump of raw transaction strings.

2

## Plaid Account Aggregation — the full financial picture

Plaid's connectivity to over 12,000 financial institutions let CommunityWide's indirect members link their external accounts — checking at Chase, a credit card at Capital One, savings at Chime — and see everything in one place inside the CommunityWide app. This is the capability that turned a loan-servicing portal into a genuine financial hub.

Chase

Huntington Bank

Fifth Third Bank

PNC

Chime

+ 12,000 institutions

3

## Financial wellness tools that drive retention

With clean, enriched data flowing from both CommunityWide accounts and linked external accounts, JoyCompass delivers a full wellness suite — spending analysis, budgeting, savings goals, debt management, and financial wellness scoring — all embedded in the digital banking experience. These tools aren't just nice-to-have; they're directly correlated with member retention.

## Engagement and retention move together

Bankjoy analyzed months of retention data across CommunityWide's membership and found a clear, strong relationship between JoyCompass feature adoption and whether members stayed active in digital banking.

### 3-MONTH RETENTION BY MEMBER SEGMENT



Members who build a budget are 25% more likely to remain active in digital banking than those who don't — not an incremental improvement, but a fundamentally different level of relationship.

### From loan portal to daily habit

Before JoyCompass, indirect members had little reason to return after a payment. Now, with external accounts linked and wellness tools available, they come back daily. CommunityWide has observed significant increases in average session length — a signal members are actively engaging with their finances, not just checking a balance.

### Top spending categories

- 1 Restaurants & Bars
- 2 Bills & Utilities
- 3 Student & Personal Loans
- 4 Auto & Transportation

*A lot of people will go to third-party apps, and pay, to access the same financial management they can now get through JoyCompass directly in their digital banking environment.*



**Margaret Nieter**

CIO, CommunityWide FCU

## Straightforward by design

CommunityWide describes the JoyCompass implementation as "pretty painless." The Bankjoy team worked closely with their staff to configure wording, display preferences, and branding — handling customization quickly and without friction.

*Tom from Bankjoy was extremely great to work with through the process. He had excellent questions right at the start and worked very quickly to get everything changed that we needed to change.*



**Margaret Nieter**

CIO, CommunityWide FCU

CommunityWide's results make a simple but powerful case: when you give indirect members a reason to engage — a true financial super app that aggregates their whole financial life, powered by clean enriched data — they do. And when they engage, they stay. For credit unions with significant indirect lending portfolios, JoyCompass with Plaid is a direct path from "loan servicer" to "trusted financial partner" — measured not in anecdotes, but in retention data.

# The organizations behind this story

## ABOUT **CommunityWide Federal Credit Union**

Founded in 1967 and headquartered in South Bend, Indiana, CommunityWide FCU is distinguished by a substantial indirect lending portfolio — many members join through auto or other loan products while maintaining their primary checking accounts elsewhere. This dynamic has made financial wellness and member retention a strategic priority.

<b>1967</b>	<b>~70,000</b>	<b>11</b>	<b>\$875M+</b>
FOUNDED	MEMBERS	BRANCHES	IN ASSETS

## ABOUT **JoyCompass**

JoyCompass is Bankjoy's financial wellness platform built for community financial institutions. Powered by Plaid's data enrichment and account aggregation, it delivers budgeting, savings goals, debt management, spending analysis, and personalized insights — all embedded natively in the digital banking experience.

## ABOUT **Plaid**

Plaid is the financial data network powering the digital financial ecosystem. With connections to over 12,000 financial institutions and more than 100 million consumers globally, Plaid provides the secure account aggregation and data enrichment that makes modern financial wellness possible.

**Bankjoy**

— READY TO DEEPEN MEMBER RELATIONSHIPS?

# Turn engagement into retention with JoyCompass

See how Bankjoy and Plaid can transform your digital banking app into a financial super app your members return to every day.

**Book a demo**

[Bankjoy.com/book-a-demo](https://bankjoy.com/book-a-demo)

The best digital banking experience from end to end.