

# 2020 HAPPINESS PAYMENT REPORT

*It's okay to be Happy with your Card Processor.*

*Just ask our clients.*

The 2020 MAP Happiness Report surveyed 214 credit union executives in the U.S. about their debit and credit payment providers. Respondents were executives and department directors in the areas of operations, card management, risk management, lending, finance, and IT

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While credit unions exist to improve and support the financial well-being of their members, they often rely on traditional metrics – mostly financial – to evaluate their performance. Key Performance Indicators (KPI) used by credit union boards and leaders include net-interest margin, loan growth, interest income, non-interest income and even product penetration. Yet many of these KPIs don't gauge members' relationship or financial strength, the true aim and mission of most credit unions.

At MAP, we believe in balancing traditional measurements with metrics that weigh members' engagement, assessment, and relationship success. One tool we use is the Annual Happiness Payment Report, an annual survey of credit union leader's satisfaction with their card processing solutions. We believe that happy credit unions make for happy members. This year's report reflects the mood of the nation as it confronts the pandemic and its economic fallout.

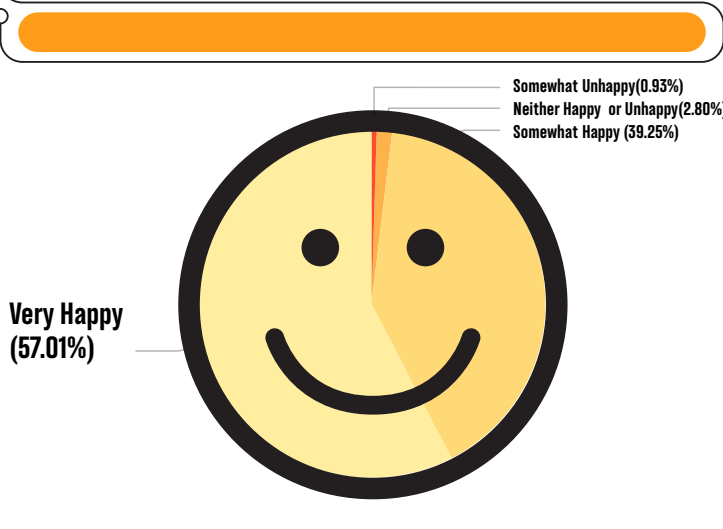
Consistent with prior year's surveys, the respondents were happy with their credit union's Card Payment and Online Banking services. The report revealed that just over half were "Very Happy" with their debit (56.54%) and credit (57.01%) programs. However, the importance of the card processor jumped significantly. In 2019, 54.76% of respondents said that their card processor was "Very Important" to the success of their credit union. Respondents stating their card processors were "Very Important" increased by more than 12 points in 2020 to 65.89%

"Payments continue to grow in importance for members and credit union leaders alike," said Cyndie Martin, MAP President/CEO. "The success of a credit union's payment portfolio – debit, credit, mobile, digital – is pivotal to success and long-term it's viability," she said. This year's Annual Happiness Payment Report is proof that credit unions see the importance of payments in driving the rest of their business.

The Happiness Report also asked about credit unions responses to the pandemic. Overall, the pandemic took its toll on credit unions according to survey respondents. While most (79.81%) said they were prepared, more than half said they had to make many adjustments (55.87%), with approximately one-quarter (23.94%) claiming there were few or no adjustments necessary. Nearly half (48.13%) stated the pandemic was "Very disruptive" to day-to-day operations and only 6.54% said it was not at all disruptive.

The pandemic may have contributed to another significant change from the prior survey. In 2019, respondents stated they were happiest with Card Payments from a list of services that included online and mobile banking, member and business lending, mortgage and home loans and investment services. This year Business Lending topped the list, followed closely by Card Payments. We hypothesize this is a result of credit unions business lending representatives intrepid response to service the Paycheck Protection Program (PPP) loans.

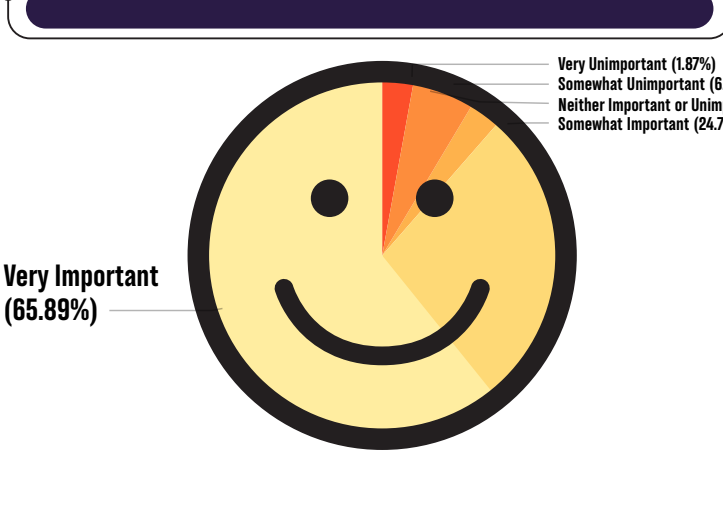
### OVERALL, HOW HAPPY ARE YOU WITH YOUR CREDIT CARD PROCESSING PROVIDER.



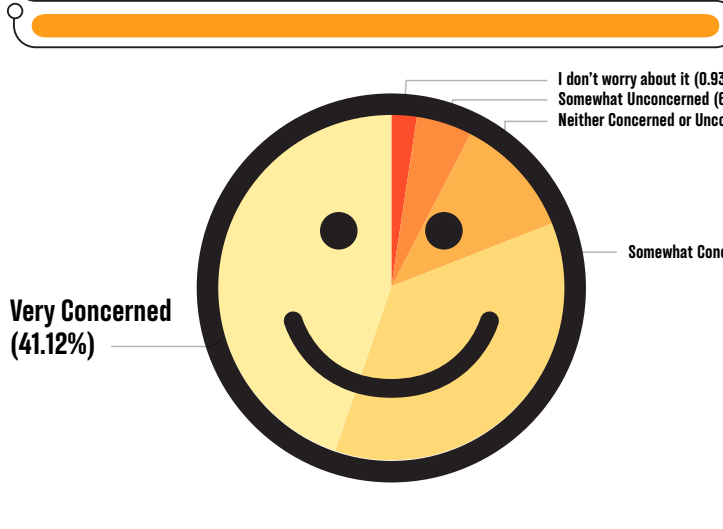
### OVERALL, HOW HAPPY ARE YOU WITH YOUR DEBIT CARD PROCESSING PROVIDER.



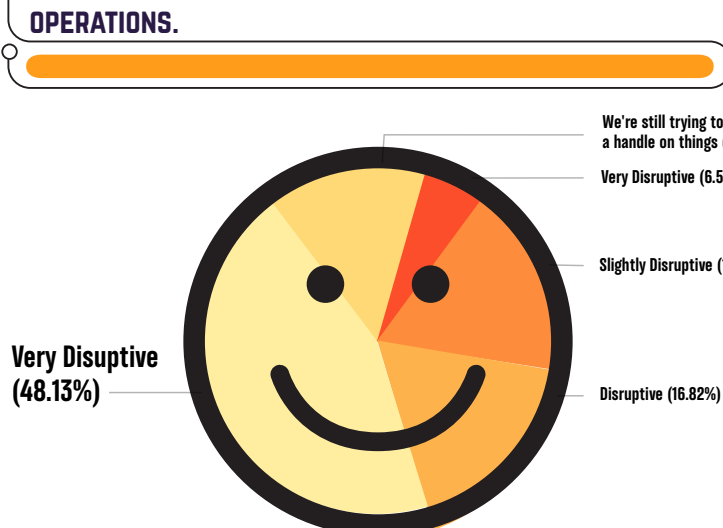
### HOW IMPORTANT IS YOUR CARD PROCESSOR TO THE SUCCESS OF YOUR CREDIT UNION?



### HOW CONCERNED ARE YOU THAT MEMBERS MAY LEAVE YOUR CREDIT UNION IF YOUR CARD SERVICES DON'T OFFER THE MOST CURRENT CAPABILITIES?



### IN GENERAL, PLEASE STATE HOW DISRUPTIVE THE PANDEMIC HAS BEEN TO YOU CREDIT UNION DAY-TO-DAY OPERATIONS.



### IN GENERAL, HOW PREPARED DO YOU FEEL YOUR CREDIT UNION WAS TO HANDLE THE PANDEMIC?

