

A large, stylized lightbulb icon is positioned on the right side of the page. The lightbulb has a white outline and a glowing orange interior. Inside the orange interior is a white outline of a smiling face with a wide, open mouth. The lightbulb is connected to a white speech bubble-like shape that frames the main text.

# 2021 HAPPINESS PAYMENT REPORT

*It's okay to be Happy with your Card Processor.  
Just ask our clients.*

The 2021 MAP Happiness Report surveyed 212 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.

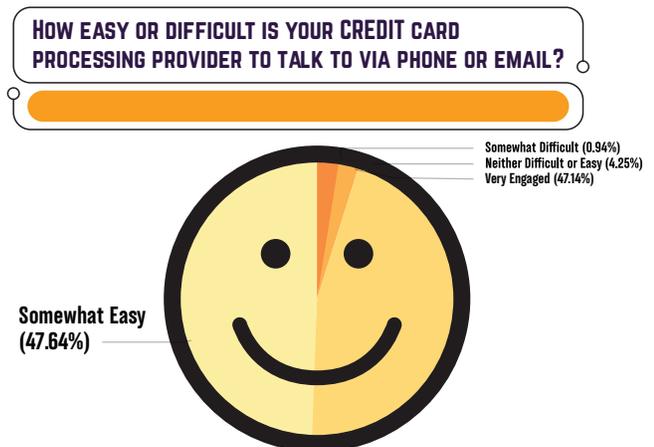
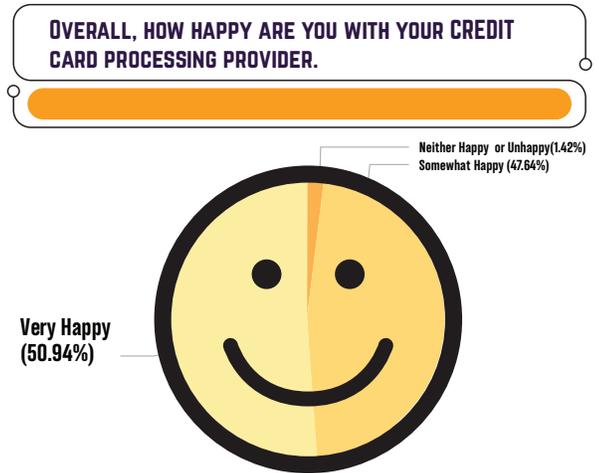
# 2021 Happiness Payment Report

In 2021, the pandemic had a powerful impact on the payments industry as consumers rapidly adopted digital payment methods and dramatically shifted to ecommerce for their consumption of all types of goods, from groceries to appliances. Due to these intense behavioral and economic changes, consumers have adopted digital payments and shifted their purchasing behaviors. Credit unions have had to adapt more quickly to pandemic-driven transformations, resulting in member-service and operational impacts.

In progressing through the recent disruptions, credit unions have relied on their payment processors to help them best adapt to members requirements with the most appropriate and reliable products and services. As with past years, the Annual Happiness Payment Report provides an annual survey of credit union leaders' satisfaction with their card processing solutions. We believe that happy credit unions make for happy members.

The results of this year survey reflected the weariness many credit unions face after two years of confronting the fallout from the pandemic. In a reversal from past surveys, respondents are less happy with their card processors. While a majority of respondents stated they were "Very Happy" with their debit (50.94%) and credit (50.94%) programs, this marks a drop of 10 points for debit and nearly a 12 point drop for credit from 2020.

The reasons for the drop in "Happiness" with card processing providers is observable in a drop in engagement and the ease with which a credit union can talk to a provider via phone or email. In

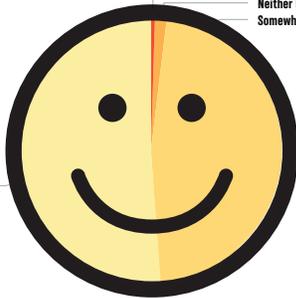


**OVERALL, HOW HAPPY ARE YOU WITH YOUR DEBIT CARD PROCESSING PROVIDER.**



Somewhat Unhappy (0.47%)  
 Neither Happy or Unhappy (0.94%)  
 Somewhat Happy (47.64%)

**Very Happy**  
 (50.94%)



**HOW ENGAGED IS YOUR DEBIT CARD PROCESSING PROVIDER IN YOUR SUCCESS?**



Completely Disengage (0.47%)  
 Mostly Disengage (0.94%)  
 Neither Disengage or Engaged (4.25%)  
 Somewhat Engaged (40.09%)

**Very Engage**  
 (54.25%)



**HOW EASY OR DIFFICULT IS YOUR DEBIT CARD PROCESSING PROVIDER TO TALK TO VIA PHONE OR EMAIL?**



Somewhat Difficult (0.94%)  
 Neither Difficult or Easy (4.25%)  
 Very Engaged (47.14%)

**Somewhat Easy**  
 (47.64%)



2021, more than half of the respondents states that their processing provider was “Very Engage” the success of their programs, debit (54.25%) and credit (51.42%), signifying a 10 point drop for debit and a seven point drop for credit from the prior year.

The challenge for credit unions to access to their providers was also substantial lower in 2021. For the first time, the majority of respondents found it only “Somewhat easy” to talk to their provider via phone or email for debit (47.64%) and for credit (48.11%). This represented a nine point drop from “Very easy” to “Somewhat easy” in for debit and a 12 point drop from “Very easy” to “Somewhat easy” in for credit.

“The ability to adjust and respond to credit unions is vitally important to helping credit unions meet the needs of their members,” said Cyndie Martini, President and CEO of Member Access Processing (MAP). “The true value of a solid card processing relationship reveals itself during a crisis. MAP’s enduring relationship with our clients comes from our commitment to serving the credit union staff as they would serve their members.” This year’s Annual Happiness Payment Report is testimony to how lasting relationship can help a credit union overcome unprecedented challenges.

The dogged reach of the pandemic and its lasting influence on credit unions is yet to be fully studied or understood. Yet, its dramatic influence over consumer payment and purchasing behaviors as an early indicator will have last effects for financial institutions. Card processing providers provide a central role in supporting credit unions as they transition these disruptive periods. The Annual Happiness Payment Report affords credit unions useful insights into the how processors are supporting their client financial institutions and their members.



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