



2023 Happiness Payment Report



The 2023 MAP Happiness Report surveyed 200 credit union executives in the U.S. about their debit and credit payment providers. Administered at the end of each year, the report surveys credit unions executives and department directors in the areas of operations, card management, risk management, lending, finance, and IT.



2023 Happiness Payment Report

There is a recognized parallel between credit union membership and happiness. The Member Access Processing (MAP) annual report on credit union happiness describes the reasons card payments are fundamental to member satisfaction and institutional growth. Happiness and credit unions are connected in numerous ways.

As community-based financial institutions, credit unions prioritize the well-being of their members. Credit unions foster a sense of community and social connections whose community-oriented approach contributes in multiple ways to the happiness of their members.

Moreover, credit unions' cooperative model, where members are also owners, involve members in decision-making processes and enhance the sense of ownership and empowerment among their members. Positive customer experiences and satisfaction with financial services contribute to the overall happiness of credit union members.

Finally, happiness research consistently shows that financial stability and security are important contributors to overall well-being. Credit unions, with their emphasis on providing affordable financial services and promoting financial literacy, positively impact the financial well-being of their members, leading to increased happiness.

Member Access Processing (MAP), a credit union-owned issuer and processor, publishes the Happiness Report annually. Now in its seventh year, the report measures how credit union executives feel about their credit and debit programs and how important those programs are to their institution's success.

Overall, the respondents were happy with their credit unions' card processing services. The report revealed that just over half were "Somewhat Happy" with their debit (54.5%) and credit (53%) programs. This is a significant drop in credit union happiness from prior years, reflecting persistent issues with card fraud and the incomplete tools to respond to cardholder fraud and the resulting member disputes and chargebacks.

For the first time, respondents stating they were "Somewhat Happy" eclipsed those stating that they were "Very Happy" with their card processor. For both debit and credit "Somewhat Happy" increased by more than 10 percentage points from prior years while "Very Happy" decreased by more than 10 percentage points.

The added expense and additional resources required for managing Fraud and Disputes are weighing heavily on credit union card and operations management, and their dissatisfaction is evident from the 2023 report.

Disputes and Chargebacks topped the list for most difficult to manage, followed by Fraud, Network Compliance, and Mobile Applications/Mobile Payments. The added expense and additional resources required for managing Fraud and Disputes are weighing heavily on credit union card and operations management, and their dissatisfaction is evident from the 2023 report.

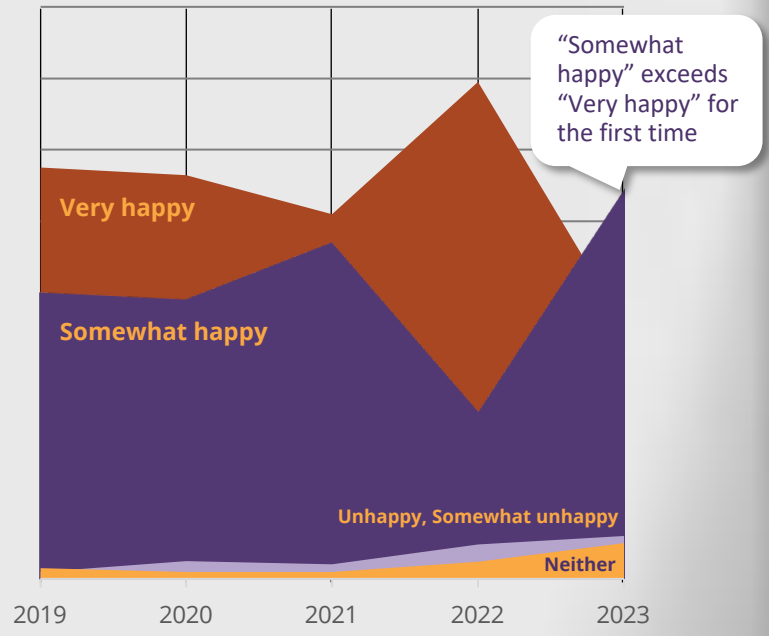
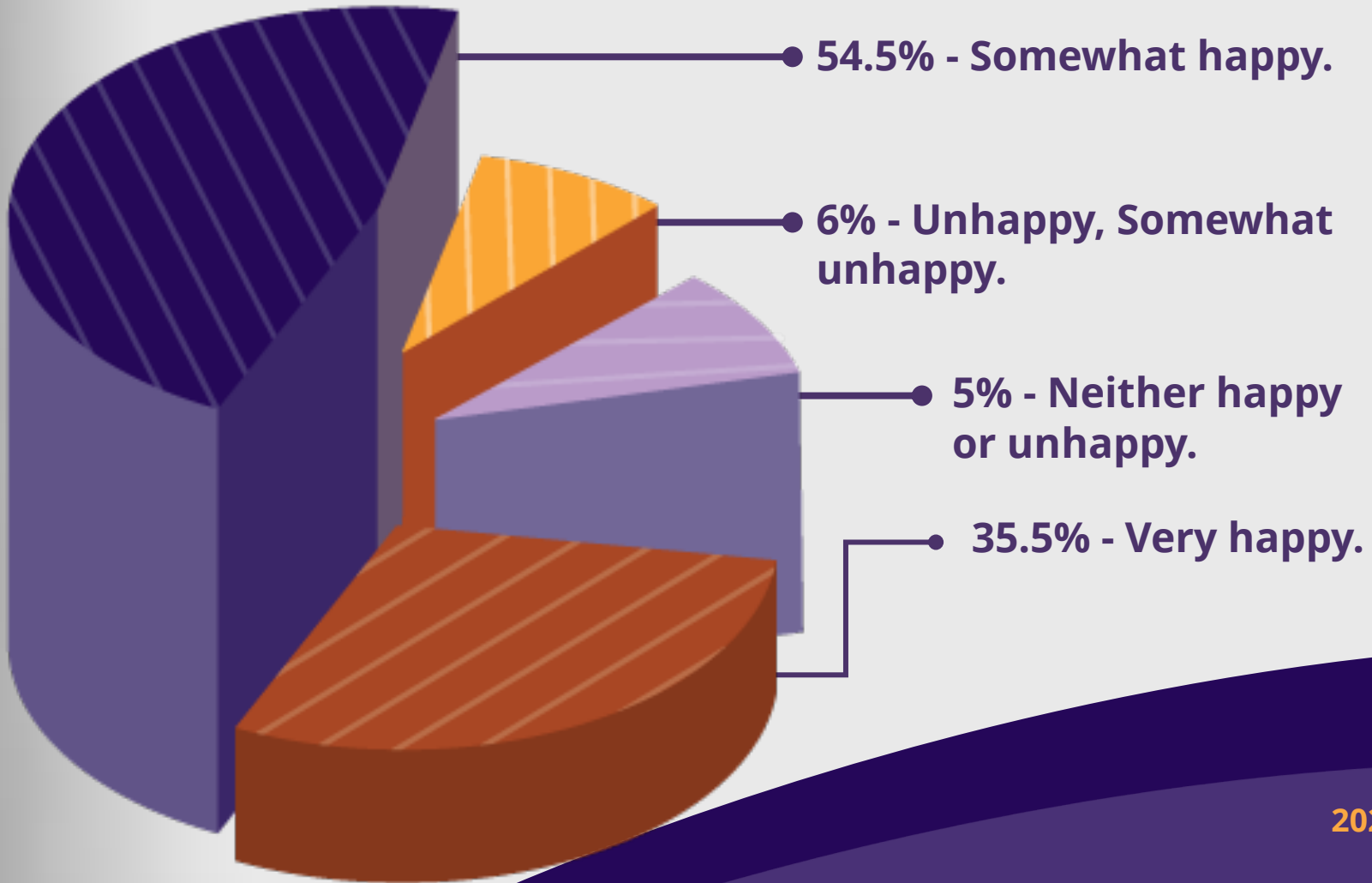
It's no surprise that a majority ranked "Tools and Skills for Fraud Protection" and "Responsiveness to Credit Union Issues" as the "Most Important" characteristics of a card processor. In 2024, credit unions will be pursuing wide-ranging fraud solutions to respond to their growing requirements, with processor responsiveness being a crucial differentiator.

Finally, credit unions see solid opportunities for growth in 2024. Respondents listed Increasing Non-interest Income (Interchange) and Attracting New Deposits as their top business priorities for their card programs in the coming year. With consumer confidence on the rise, gas prices dropping, and an improving outlook on inflation, credit unions see 2024 as a year to grow both membership and revenue.

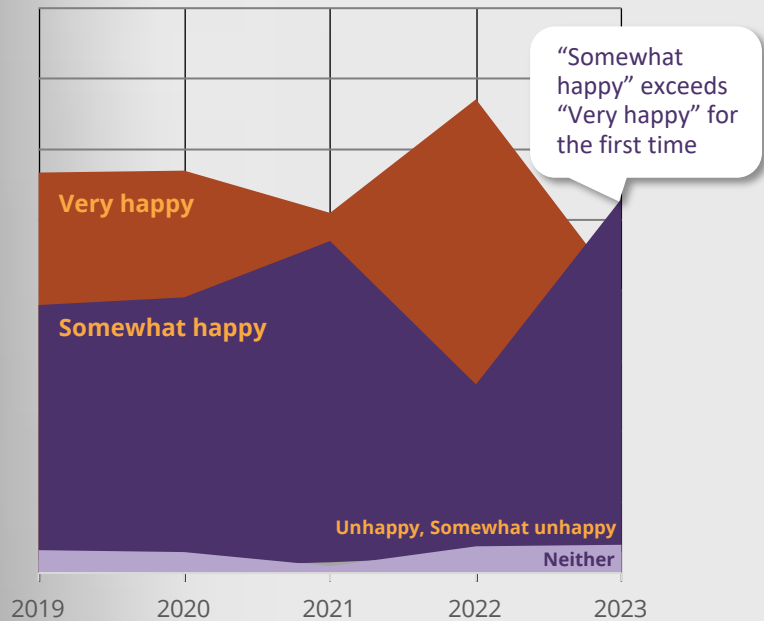
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53% - Somewhat happy.

4% - Unhappy, Somewhat unhappy.

3% - Neither happy or unhappy.

40% - Very happy.



Credit unions rate the top four Card Processing programs that are most difficult to manage.



28.5

Disputes/Chargebacks

24.5

Fraud

24

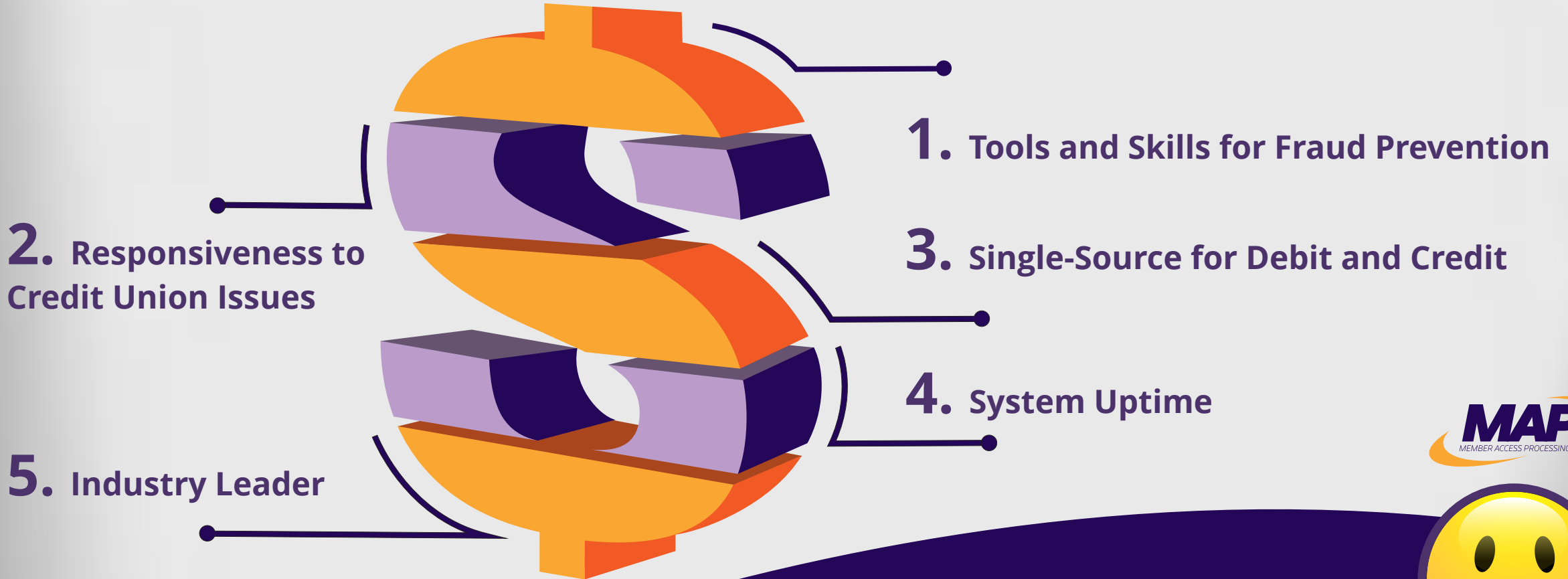
Network Compliance

23.5

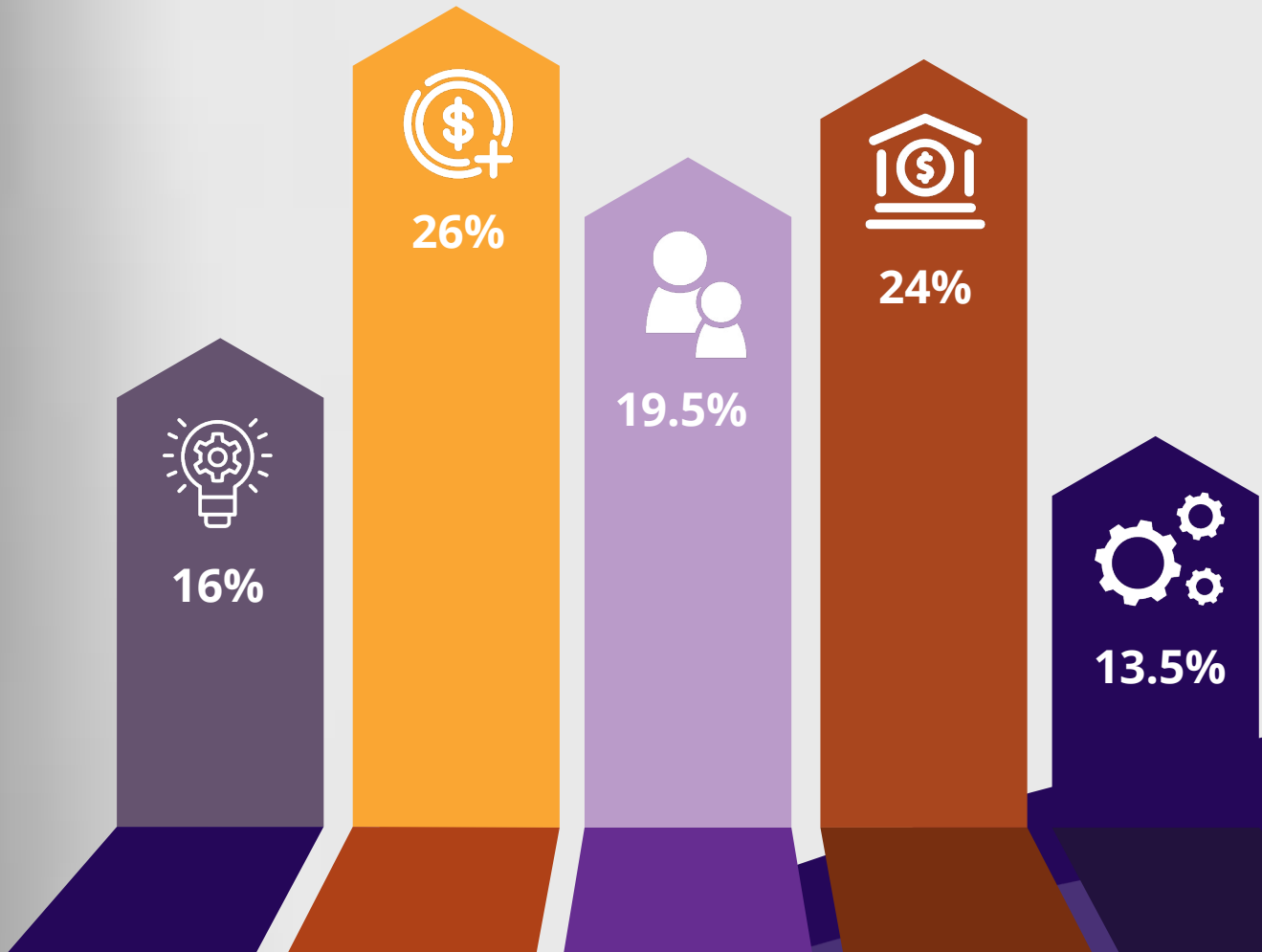
Mobile App/Payments



Credit unions rank these characteristics as “most important” in card processing provider.



In 2024, these are credit unions' top business priorities for their card programs.



- 26% - Increasing non-interest income
- 24% - Attracting new deposits
- 19.5% - Member Retention
- 16% - Deploying new, innovative products
- 13.5% - Reducing operational expenses

