

DEXSTA Federal Credit Union is in a market saturated by megabanks and was looking for a way to take back market share and compete for younger consumers. They launched a suite of Kasasa accounts that included Kasasa Cash Back, an account designed to attract members who are younger and more engaged.

DEXSTA provided a lineup of products that consumers love, combined with marketing and staff training to bring more Millennials through the door. They launched targeted, pre-built marketing campaigns using Kasasa's proprietary segmentation to attract younger consumers. DEXSTA team members compete year round in hopes of being crowned "Kasasa Champion" at their annual banquet. This honor is bestowed upon the top performer on their frontline staff.

“Offering Kasasa to our members has been phenomenal. At our local community events, members tell us how much they like their Kasasa account, especially Cash Back. They have certainly made us aware of how satisfied they are with their Kasasa rewards.”

Increased younger account holders:

- 911 net new accounts in the first year (Up from 262 accounts per year)
- 270% increase in Millennial account holders in just two years with Kasasa

Account holders are more engaged:

- 58% increase in debit card swipes from existing members
- 23% increase in e-statement adoption from the same members



JERRY KING

PRESIDENT/CEO

Jerry joined DEXSTA in 1989 and currently serves as President/CEO. Throughout his career, he's been responsible for finance, investments, information systems, card services, regulatory compliance, and marketing. He earned his Master of Business Administration with an emphasis in human resource management and his Bachelor of Science in Accounting from Goldey-Beacom College.