

5 WAYS APIs HELP MEET MEMBER SERVICE GOALS



Understanding the benefits of APIs will empower your credit union to build an effective API strategy.

1. Save Time

APIs help different systems interact with each other, creating faster, smoother collaboration and a streamlined user experience. This can also improve staff efficiency with tasks like managing prepaid card inventory and assisting members with loading/reloading cards.

2. Target Services

APIs allow core processors to collect data from external sources to reveal which members might be most interested in certain services/products.

3. Improve Efficiency / Compliance

APIs help integrate with third-party data providers to enhance core data and validate accuracy for compliance. This also ensures member data is current for effective member communication and service.

4. Enhance Members' Experience

APIs enable core processors to obtain real-time data updates from external systems. This empowers members to better manage their finances and accounts; helps detect fraud as it happens; and allows credit unions to provide timely offers and rewards to cardholders as they shop.

5. Expand Functionality & Features

APIs help expand core data processor capabilities by connecting to third-party services that offer more advanced types of data analysis for deeper insights.

Begin your API strategy by reviewing what API services your core processor already offers and what additional features are needed to meet service goals. You can build in-house or work with a partner to implement them.