

The most interesting trends I'm seeing in the payments space today are:

1. New payment lanes and the slow adoption of them
2. Digital integration across multiple platforms

Financial Institutions should focus on the following in 2024:

1. Leverage the digital channels to growth their portfolios
2. Review all payments areas for expense reduction and incentives

Key Projects

Credit Union: Western Region

Asset Size: \$1.7B

Project Type: Multi-Vendor RFP

Credit/Debit/ATM/Loyalty/Network

Outcome: Card Processing and Loyalty savings - \$10,725,900, Network savings - \$2,125,033 without interchange, \$5,037,533 with interchange. System integration, back-office efficiencies and enhanced dispute services.

Credit Union: Northwest Region

Asset Size: \$208M

Project Type: Multi-Vendor RFP

Credit/Debit/ATM/Loyalty/Network/Brand

Outcome: Card Processing and Loyalty savings - \$1,273,908, Network savings - \$165,853 without interchange, \$695,350 with interchange, Brand - \$349,020. System integration, back-office efficiencies and enhanced dispute services.



Ava Farrell
Senior Strategic
Consultant

Areas of expertise:

Card Processing
Network
Brand
Negotiations

The most interesting trend I'm seeing in the payments space today are:

FI's not leveraging consultants to strengthen their brand agreements

Financial Institutions should focus on the following in 2024:

Payments Offering (including Payment Processing, Network & Brand)

Key Projects

Credit Union: Eastern Region

Asset Size: \$8.26B

Project Type: Multi-Vendor

RFP Outcome: Negotiated \$38M+ in lift over current contract or a 311% increase in value.

Credit Union: Midwest Region

Asset Size: \$11.2B

Project Type: IV Renewal

Outcome: Negotiated \$13.9M+ in lift over current contract or a 153% increase in value and 3-Year early renewal.



Kody Tuupo
Strategic Consultant

Areas of expertise:

- Strategy
- Credit / Debit Brand
- Fraud
- Negotiations
- Relationship

The most interesting trend I'm seeing in the payments space today are:

Many financial institutions don't have the time to spend navigating a true RFP process. They come to us to fill that void and continue to focus on their day-to-day operations. We become a trusted advisor and lifelong partner and guide the process.

Financial Institutions should focus on the following in 2024:

Expenses, Contract obligations, better technology, and most important is setting up with the right processing partner.

Key Projects

Credit Union: Southeast Region

Asset Size: \$529M

Project Type: Incumbent Credit, Debit & ATM Renewal

Outcome: \$1,424,660 over 5 year term, adding additional benefits of marketing arm from processor and plastic assistance for a mass re-issue of contactless cards.



Jason Browning
Strategic Consultant

Areas of expertise:

- Credit
- Debit
- ATM
- Zelle
- Contact Center
- Negotiations

The most interesting trend I'm seeing in the payments space today are:

1. Unified focus across processors to bring digital Issuance to market with varying approach to delivery; APIs, Software Development Kits, separate/linked Applications
2. Collaboration across delivery vendors to help Fis meet their consumer experience needs

Financial Institutions should focus on the following in 2024:

1. Personalized digital engagement for cardholders including digital card issuance
2. Partners that support multi-layered, AI-driven fraud detection tools

Key Projects

Credit Union: Eastern Region

Asset Size: \$920M

Project Type: Payments RFP and contract negotiations for

Full-Service Credit, Debit, and ATM

Outcome: Processing Savings over \$5.1M with improvements in operational efficiency and member experience through integration

Credit Union: Midwest Region

Asset Size: \$1.7B

Project Type: RFP and Contract Negotiations for Credit Processing, Rewards and Call Center

Outcome: Processing savings over \$500K with improved commitment to partnership and portfolio growth



Nicole Steffensmeier
Strategic Consultant

Areas of expertise:

Card Processing
Vendor
Relationships
Price & Contract
Negotiations

The most interesting trend I'm seeing in the payments space today are:

The most interesting trend we are seeing in the payments landscape is consumers preference to leverage contactless transactions with both online retailers and for travelers. Consumers want a fast check out and frictionless experience so it's key to make sure that your financial institution is enabling this ability with your debit and credit card programs.

Financial Institutions should focus on the following in 2024:

They really should focus on marketing campaigns that reward consumers for the behaviors that they are already doing while using their card. You should also have a strategy on P2P, contactless, tap and go, and ensuring that your consumers are able to connect with you through any channel.

Honors & Publications

Credit Union Development Educator
Issued by National Credit Union Foundation · Oct 2020

2018 Emerging Leader of the Year
Issued by Global Women's Leadership Network with the World Council of Credit Unions.

Interview with CU Broadcast is here:
[Episodes - CUbroadcast](#)

Engage fi podcast link is here:
[Engage fi | Bank and Credit Union Consultants | Fintech Podcast](#)



Andrea Rusnak
Director Payments

Areas of expertise:

Portfolio consulting
Debit, credit, ATM
processing Credit unions
CUSOs
Leadership development
Mentoring
Public speaking
Women's leadership
Networking
Staff development