

# Hoosier Hills Credit Union & ModernFi: A Partnership-Driven Launch for Extended Insurance

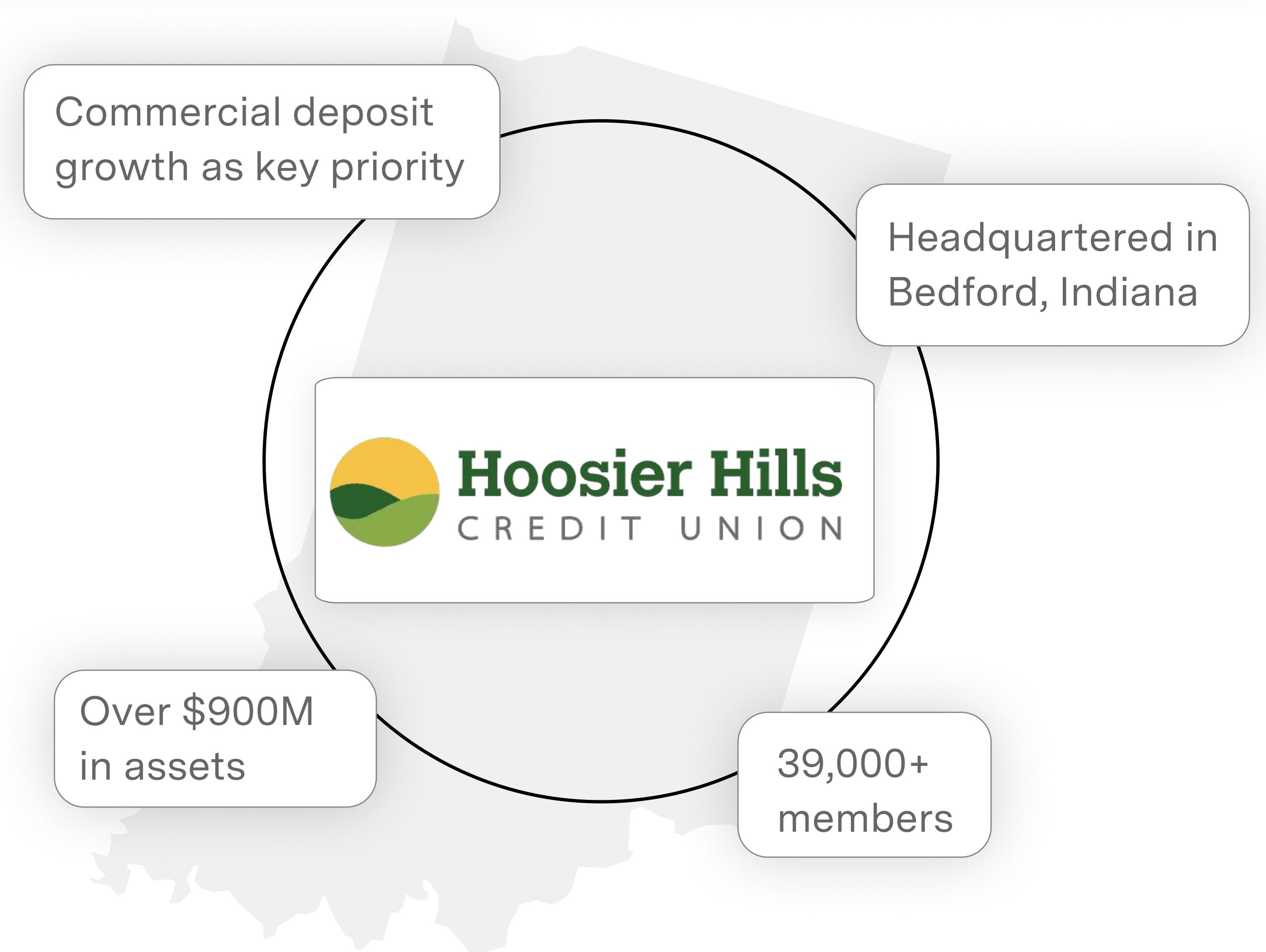
First multi-million member  
**within 2 months**

\$15 M in extended NCUA  
insurance **through 1 account**

Product fully integrated in  
**Q2 digital banking**

## About Hoosier Hills Credit Union

Founded in 1969, Hoosier Hills serves over 39,000 members across 40 Indiana counties. Over the decades, Hoosier Hills has grown to over \$900 million in assets, but its mission remains unchanged: empower local communities and businesses to thrive. From its founding, Hoosier Hills has prided itself on being more than a financial institution. It's a partner, a neighbor, and a champion for the people and businesses that make southern Indiana strong.



## The Challenge: Complementing a Strong Commercial Lending Engine

Hoosier Hills Credit Union has long been a leader in commercial lending, priding itself on deep relationships and flexible financing for local businesses. However, as CFO Cole Watson and his product team assessed their offerings, they recognized a gap: while their lending side was robust, commercial deposit products weren't keeping pace, especially for members with large balances seeking comprehensive protection.

"Federal insurance is the gold standard. While we use private insurance, when the rubber meets the road for multi-million dollar balances, federal insurance really can't be beat. The carrot is the extended NCUA insurance—that's what gives you core deposit growth," Cole explained.

## The Solution: A Full-Scale, Hands-On Partnership Integrated with Digital Banking

Recognizing the need for a transformative solution, Hoosier Hills selected ModernFi for its collaborative, high-touch approach to offer accounts with up to \$15M in extended NCUA insurance.<sup>1</sup> The partnership included:

### Digital Integration

The Extended Insurance Account was embedded directly into Hoosier Hills' Q2 digital banking platform, providing a seamless member experience



## Four In-depth Trainings:

In-depth, hands-on sessions for frontline staff, commercial lending, and operations teams ensured every stakeholder could confidently deliver the new product

## Incentive Program & Marketing Support:

ModernFi worked closely with Hoosier Hills to develop customized marketing materials, branch collateral, and staff incentives, empowering the team to identify and convert leads

## Rapid Go-to-Market:

From kickoff to first account activation, the process took just two months, a testament to the close collaboration and clear communication between both teams



Cole Watson  
CFO

“

ModernFi’s willingness and flexibility to dive in from a training standpoint was incredibly beneficial. They led multiple trainings to equip our team with deep knowledge to provide the white-glove service our members have become accustomed to.”

## The First Activation: Bringing Deposits Home

Within two months of launch, a large local business opened the first Extended Insurance Account directly through Q2 digital banking with millions in balances. This member had previously moved substantial balances to another institution where they received extended federal insurance, but returned to Hoosier Hills once the new product was available. The onboarding was seamless, with the Hoosier Hills team providing white-glove support and the member reporting a smooth, intuitive experience.

“The Q2 integration and ModernFi training made the member conversation so easy—they understood the value immediately. It spoke to the intuitiveness and user experience of the product, and how ModernFi integrated into our existing offerings,” Cole recalled.

## Looking Ahead: Growth Engine for the Future

While early days, Hoosier Hills is already seeing the benefits of a partnership-driven launch. The Extended Insurance Account is expected to become a cornerstone for commercial deposit growth, especially as market conditions shift and more businesses seek both safety and local service.

As HHCU continues to activate new members and build success stories, the credit union is poised to leverage this momentum for even greater community and commercial impact.

*1 Insurance provided through program credit unions (subject to certain conditions)*

Learn more about how ModernFi CUSO can support you and your members

[ModernFi.com](https://ModernFi.com)