WHAT WE LEARNED AT MONEY 20/20

Turning emerging ideas into member value

THE PANEL



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At Money20/20, credit union leaders stepped back from the conference to consider which ideas deserve action. Filene leaders Christie Kimbell and McKaye Black led a panel and participant discussion with special guests Gaurav Bhatia and Gregg Tushaus.

Key insights: *technology creates possibilities, but the value comes from how credit unions use it to serve members. Collaboration, thoughtful AI adoption, and stronger member relationships emerged as practical priorities.*

Make AI useful and govern it across the organization

As AI shows up across departments, credit unions need a clear picture of how it is being used. Start by taking stock of the tools already in place, including AI features built into vendor systems. Who is responsible for each tool? What member information can it access? How does it work with other systems? Answering those questions can help teams explore new uses with clear expectations.

The panel shared examples of testing AI agents in proactive member outreach, auto lending and call centers. These give credit unions a few places to start exploring where AI could help staff and members, and what oversight each use would need.

Collaboration can turn ambition into progress *"We are not going to technologically outspend the biggest banks."*

Credit unions can't match the technology budgets of the biggest banks, but they can work together to make their resources go further. Sharing platforms, testing ideas together and learning from partners can help credit unions avoid duplicating work and focus on what members need.

Participants pointed to shared ATMs and negotiating together with a debit-processing vendor as examples of collaboration already working. They wanted more of that same spirit at Money20/20, with opportunities to connect before the event, compare notes while there and explore promising ideas together afterward.

Start with the member need *"Let's not do tech for tech's sake."*

SoFi is selling its banking technology to other financial institutions through Galileo. That prompted a question in the room: if credit unions could buy the same technology, would that be enough to win in the market? Or is something else holding us back?

The conversation turned to what makes a credit union valuable beyond its technology. Helping someone manage a family member's finances or start investing gives members a reason to turn to their credit union. Those needs offer a useful starting point for deciding what to build or improve.

Participants also talked about using member data to offer more timely help, such as supporting someone through the car-buying process, beyond providing the loan. The discussion challenged credit unions to make their existing benefits easier to see and to rethink member lifetime value: how much value are we delivering to members over the course of the relationship?

FROM IDEAS TO ACTION: WHAT'S NEXT

Credit union insights from Decoding Money20/20

Prepare for members to shop with AI *"AI assistants are here."*

AI assistants could change how people find and compare financial products, making it easier to look beyond their current provider. That raised a question for the group: what will keep members loyal when an AI assistant is helping them shop around?

Credit unions can start by exploring how they show up in AI searches. Keeping the relationship takes more than being found, though. Members need products that fit their lives and reasons to keep choosing their credit union. Making it easier for younger members to start investing was one example discussed.

The conversation also came back to communicating the value credit unions already provide. Better rates, lower fees or help at an important financial moment can make a difference, but members may not always know those benefits are available. Helping members see and use that value is part of building a relationship they want to keep.

Build momentum with a focused experiment *"Get started."*

The closing advice was to pick one or two ideas and get started. You don't have to put everything you heard at Money20/20 into practice at once. Start with a small test, see what you learn and use that experience to decide where to go next.

One audience member shared how their credit union gave staff access to AI tools alongside clear rules for protecting member data. Finance reporting became faster, and employees started sharing what they were learning through lunch-and-learns. There may already be people on your team trying new things with AI. Giving them a chance to share what works can help others find useful ways to apply it.

QUESTIONS TO TAKE BACK TO YOUR TEAM

1 Choose a need.
What member or staff challenge could you start working on now?

2 Find collaborators.
Which peers or partners could help us learn faster or share the effort?

3 Set the guardrails.
What data, oversight and vendor questions do we need to address?

4 Define useful evidence.
What would show that the pilot improves the experience or delivers value?

> Money20/20 gave credit union leaders plenty to explore. The next step is how to turn a promising idea into a focused test, share what is learned, and **keep member value at the center of the decision**.

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