

**Filene** Research Institute 



# **ALL THINGS PAYMENTS**

WHAT'S AHEAD AND WHY IT MATTERS

WELCOME

# TODAY'S AGENDA

1. Welcome
2. Why All Things Payments
3. Introducing Dr. Henry Kim
4. The Center's Impact & Key Focus Areas
5. Panel Discussion
6. Q&A

YOUR HOST



**ROYCE WU**

Research Program Manager  
Filene Research Institute

THANK YOU

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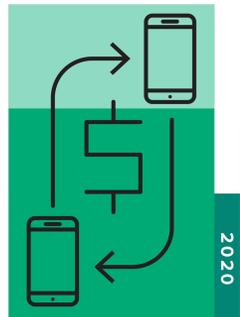
# WHY PAYMENTS RESEARCH?

## PAYMENTS DRIVE MEMBER RELATIONSHIPS



**80%** of a consumer's touchpoints involve making or receiving payments.

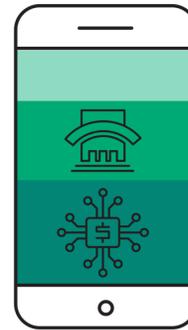
*NACUSO*



**67%** of U.S. consumers used peer-to-peer payments in 2025, up from 40% in 2020.

*CU Management*

## INTENSIFYING COMPETITION FROM TECH



**45%** of credit union members use a fintech provider for contactless payments, whereas only 34% use their own credit union's contactless options.

*NACUSO*



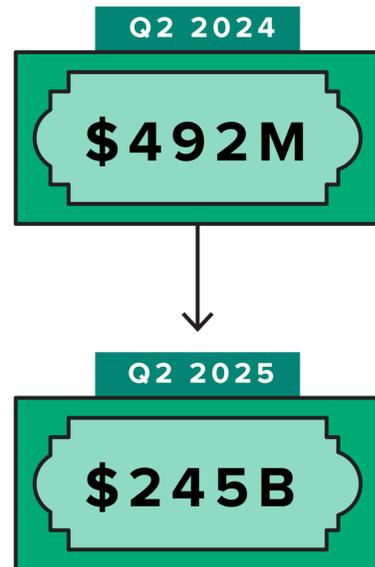
Credit union executives now see big fintech firms as their **single biggest competitive threat.**

*Cornerstone Advisors*

# WHY PAYMENTS RESEARCH?

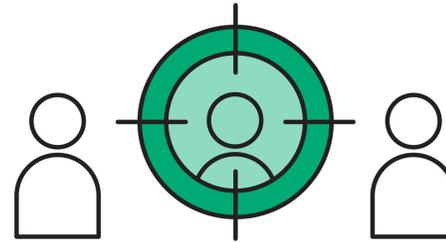
## RAPIDLY EVOLVING LANDSCAPE

Since the launch of the pilot, FedNow saw **transaction values increase** year-over-year between 2024 and 2025.



Source: FedNow

## RISING RISK & OPPORTUNITY



**1/3** of U.S. adults were **victims of real-time payment scams** in 2024 and regulators are imposing new rules (e.g. open banking, crypto asset guidance) that institutions need to navigate.

Payments Dive

CENTER FOR ALL THINGS PAYMENTS

## CENTER FOCUS



The goal of this center is to help credit unions navigate the quickly changing payments space, allowing them to identify the **needs and expectations of consumers**, get ahead of **evolving technology and regulation**, and develop **data-driven products and services** that bring sustained growth to the credit union.

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W E L C O M E

# FILENE FELLOW



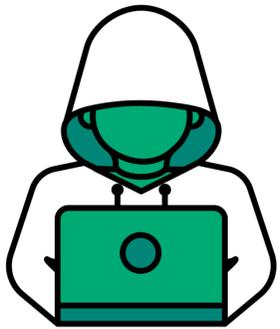
## DR. HENRY KIM

Associate Professor,  
Schulich School of Business  
York University

- **Associate Professor at York University's Schulich School of Business and Director of its Emergent Commerce Lab**, spearheading fintech and blockchain innovation in academia and industry.
- **Authored nearly 90 publications**, with research supported by major institutions like the Bank of Canada, United Nations and World Bank.
- **Recognized expert in digital payments and blockchain**, frequently featured in mainstream media (e.g. *Barron's*, CBC) for insights on emerging financial technology trends.
- **Co-led a multi-year, digital currencies research partnership with the Bank of Canada, financial institutions and startups**, exploring blockchain-based payment systems and central bank digital currency (CBDC) innovation.

# THE CURRENT STATE

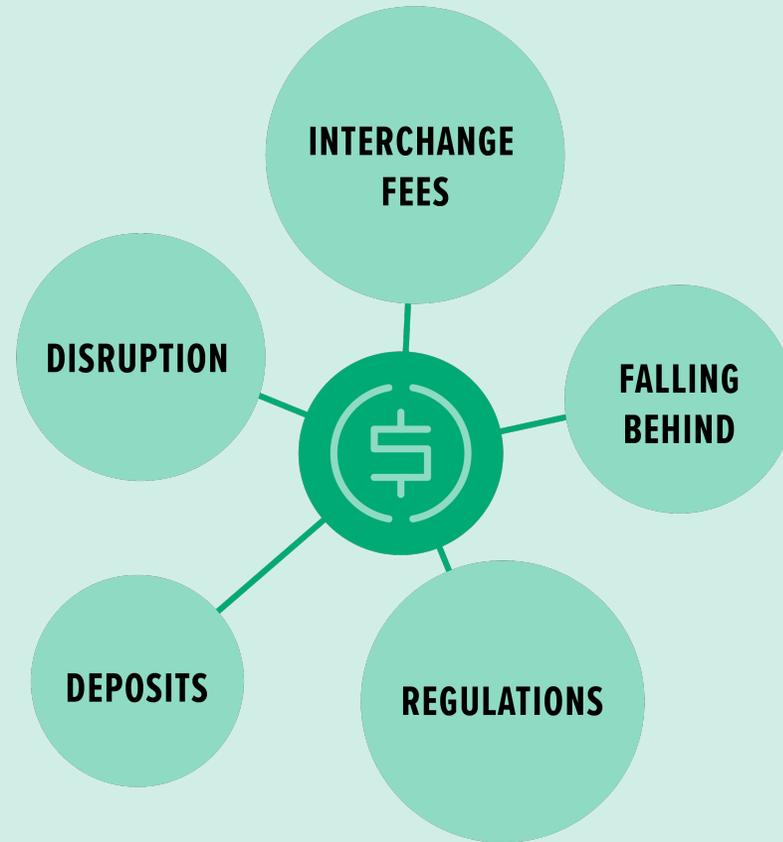
Reported fraud is hitting all our channels.



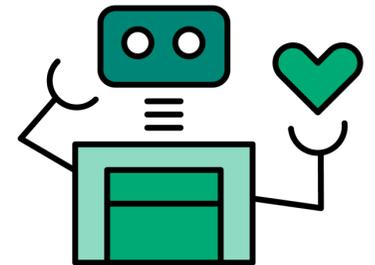
Credit union executives are losing sleep over fraud.

## Stablecoin

A catch-all term representing anxiety about the future payments landscape.



Trust is a valuable and rare resource that credit unions have earned.



AI and blockchain cannot replace that trust.

WELCOME

# SPONSOR PANEL



**LISA COFFEY**

Chief Innovation Officer  
**Corporate America Credit Union**



**AMY HSU**

Senior Vice President, Payments & Fraud  
**SchoolsFirst Federal Credit Union**

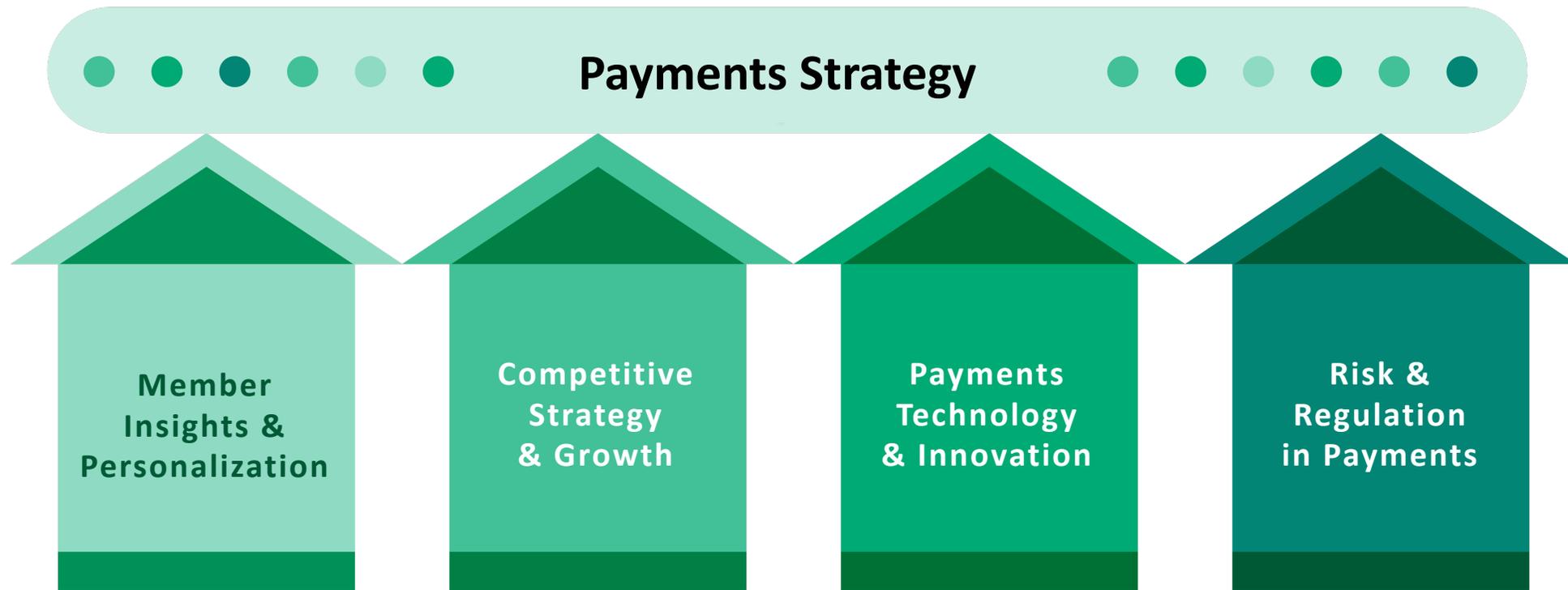


**CODY BANKS**

Senior VP, Product Experience & Enablement  
**Velera**

ALL THINGS PAYMENTS

# RESEARCH FOCUS AREAS



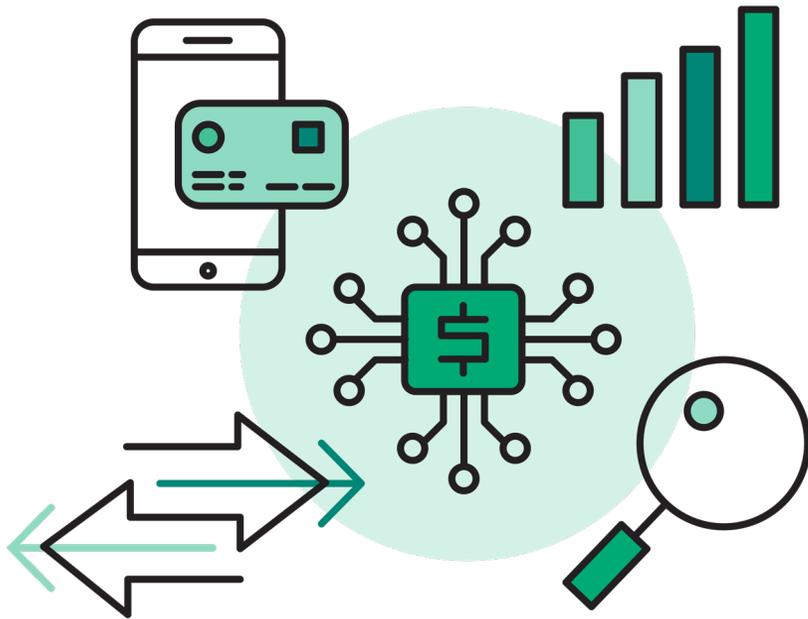
# MEMBER INSIGHTS & PERSONALIZATION



## Understanding member behaviors to deliver tailored payment experiences

- **Analyze** member payment preferences, behaviors, and friction points.
- **Use data** to design personalized, high-value payment experiences.
- **Segment** member needs across life stages and financial situations.
- **Explore** how trust, rewards, and convenience drive payment choices.

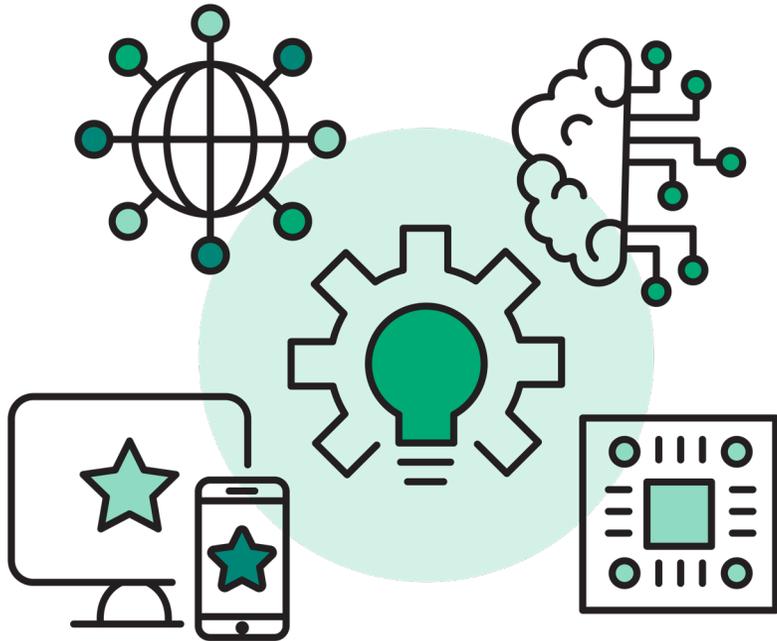
# COMPETITIVE STRATEGY & GROWTH



## Helping credit unions compete and uncover new payment-driven growth

- **Track** fintech, Big Tech, and retail payment innovations.
- **Assess** impacts of lost volume, deposits, and interchange.
- **Identify** new revenue models tied to payments and engagement.
- **Explore** how to compete or partner in embedded finance ecosystems.

# PAYMENTS TECHNOLOGY & INNOVATION



## Guiding adoption of new technologies to meet member expectations.

- **Evaluate** innovations like real-time payments, stablecoins, and AI.
- **Identify** challenges modernizing legacy systems and APIs.
- **Analyze** wallet, tokenization, and mobile-first adoption trends.
- **Explore** CU participation in open banking and fintech ecosystems.

# RISK & REGULATION IN PAYMENTS



Balancing innovation with fraud prevention, compliance, and trust.

- **Monitor** payment fraud trends and real-time risk strategies.
- **Track** regulatory changes shaping the payments landscape.
- **Address** data privacy, identity, and compliance requirements.
- **Define** operational best practices for resilience and security.

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# PANEL DISCUSSION



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Chief Innovation Officer

**Corporate America Credit Union**



**AMY HSU**

Senior Vice President, Payments & Fraud

**SchoolsFirst Federal Credit Union**



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THANK YOU

# ACKNOWLEDGMENTS

Filene thanks its strategic partners supporting The Center for All Things Payments, and for helping make this research possible.



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