



NEWS RELEASE

Q2 Helps 4Front Credit Union Boost Primacy and Member Satisfaction

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Q2's industry-leading digital banking platform strengthens member engagement for 4Front Credit Union, increasing monthly logins to over one million

AUSTIN, Texas--(BUSINESS WIRE)-- **Q2 Holdings, Inc.** (NYSE: QTWO), a leading provider of digital transformation solutions for financial services, today announced it has enabled **4Front Credit Union ("4Front")** to transform its digital banking experience for its 100,000 members and successfully grow its annual loan volume by \$60 million.

4Front, a Michigan-based credit union with more than \$1 billion in assets, has successfully modernized its previous systems to deliver a differentiated digital banking experience, operational excellence and improved member engagement and loyalty. The credit union also leverages Q2 Innovation Studio to provide members with access to popular fintech solutions directly within the digital banking app, eliminating the need for members to go to third-party sources.

"Our partnership with Q2 not only helps us build credibility with our members; it increases primacy," said 4Front Credit Union CEO Andy Kempf. "For us, deepening the end-user experience by providing our members with the solutions they need is critical and ultimately helps us foster stronger member engagement. Today, our members know they don't need to go elsewhere because we're keeping pace with their expectations."

4Front leverages pre-built fintech solution integrations such as SavvyMoney through Q2 Innovation Studio and also integrates third-party fintech solutions, like QCash, into its digital banking experience through Q2 Innovation Studio's robust, award-winning SDK. Doing so has enabled the credit union to offer valuable financial wellness solutions directly to its members and generate significant growth in loan volume without requiring additional marketing or overhead investment. As a result, member engagement and satisfaction has increased with more than a million monthly logins.

"In today's environment, speed to market is critical. By providing members with access to the fintech solutions directly through the digital banking platform, financial institutions can quickly and more fully serve their account holders' financial needs," said Anthony Ianniciello, vice president of Product Management, Q2. "We are committed to empowering 4Front Credit Union's continued success as they strive to meet the growing demands of their members."

To learn more about 4Front's partnership with Q2, read the case study [here](#).

To learn more about the Q2 Innovation Studio, click [here](#).



About Q2 Holdings, Inc.

Q2 is a leading provider of digital transformation solutions for financial services, serving banks, credit unions, alternative finance companies, and fintechs in the U.S. and internationally. Q2 enables its financial institutions and fintech companies to provide comprehensive, data-driven digital engagement solutions for consumers, small businesses and corporate clients. Headquartered in Austin, Texas, Q2 has offices worldwide and is publicly traded on the NYSE under the stock symbol QTWO. To learn more, please visit [Q2.com](https://www.q2.com). Follow us on LinkedIn and X to stay up to date.

About 4Front Credit Union

Celebrating over 70 years in Michigan, 4Front Credit Union serves over 100,000 members, with assets of over \$1 billion and 20 locations. As a not-for-profit cooperative, 4Front prides itself on making banking smart and simple for its members, wherever they are on their financial journey. Membership eligibility is open to anyone who lives, works, attends school, or worships in Michigan. Visit www.4frontcu.com.

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