



PROFILE

- **Headquarters:** Salt Lake City, UT
- **Branch locations:** 22
- **Members:** 110,000+
- **Managed assets:** Approx. \$1.6 billion

Building a Faster, More Efficient Application Process

HOW UFIRST CREDIT UNION GOT APPROVAL TIMES DOWN TO AN AVERAGE OF 10 MINUTES AND CREATED BETTER USER EXPERIENCES WITH THE MERIDIANLINK ONE PLATFORM

The Challenge:

REMOVING LINGERING INEFFICIENCIES

Since its humble beginnings in 1956 serving University of Utah employees, UFirst Credit Union (UFirst) has since grown to serve members across the state of Utah with personal and business banking services alongside numerous loan products.

UFirst has trusted MeridianLink® for over a decade to simplify its digital lending process and create a modern user interface to support staff in creating the best member experience possible. But with a few outdated systems still in place—leading to issues including manual decisioning and inefficient workflows—the credit union decided it was time to return to MeridianLink to see how they could solve these remaining challenges.

“MeridianLink Consumer provides our financial institution with more automated decisioning than ever before ... [The many available features] have definitely sped up the overall process and experience for our members.”

—Luke Gadsby

AVP of Central Lending, UFirst Credit Union

The Solution:

meridianlink[®] one

UFirst decided to add three more products to its MeridianLink[®] One platform—MeridianLink[®] Consumer, MeridianLink[®] Opening, and MeridianLink[®] Portal—to create further efficiencies and a smoother user experience.

WHY UFIRST CHOSE MERIDIANLINK ONE



Boost engagement & deepen member relationships with cross-sell capabilities



Reduce manual processes & get accurate decisions faster with auto-decisioning



Minimize tedious data entry & choppy workflows with a streamlined interface

The Result:

ELEVATED PROCESSES & MORE UNDERWRITTEN LOANS

UFirst adopted solutions for its consumer lending and account opening processes—MeridianLink Consumer and MeridianLink Opening, respectively—along with MeridianLink Portal to create a more efficient and intuitive application flow. With upgrades including **web-based loan applications**, **automated decisioning**, and **access to underwriting metrics** that render manual credit pulls null and void, the credit union has been able to drastically improve member and staff experiences for numerous services.

Now, **loan approvals take an average of 10 minutes**, allowing staff to move through applications faster

and at a higher volume without causing a strain on resources or time. In fact, some members received their funds within just **one hour** of approval; and with accurate, automated processes now in place, UFirst can spend less time combing through applications for errors with a system designed to catch any issues along the way.

Within three years of implementing these upgrades, the credit union's loan volume has ballooned to over **\$1.3 billion** while its assets have increased from **\$1 billion to \$1.6 billion**.

Let's connect!

Learn how MeridianLink One can help you create streamlined end-to-end origination.

REQUEST A DEMO