

TEXAS DOW EMPLOYEES CREDIT UNION CASE STUDY



Background

65 years ago, TDECU dealt in physical forms only, but this method of exchanging personal data was less than secure. When the technology became available, TDECU rolled out early digital applications. While cutting-edge for the time, TDECU's framework was not equipped to evolve with industry best practices, and pain points became hard to ignore as customer experience expectations rocketed into the digital age.

Challenges

Simplify Customer Experience

Since heightened customer experience expectations were the driving force behind their transformation, TDECU was eager to replace their offering of scattered applications that required sign-on at multiple locations.

Create a Mobile-First Culture

With 50+ branches and 99% of transactions in-person, employees & patrons would be slow to embrace digital. For successful adoption, BeyondID would need to make services as accessible as possible, and TDECU would need to be prepared to offer educational support.

Improve Identity Security

Fraud was a top concern for TDECU, meaning identity security would need to be robust.

Our Solutions

Digital Banking Experience

BeyondID implemented an omnichannel approach to remote services to organize TDECU's applications around a central user.

Managed Services

The Okta expertise and years of experience that BeyondID brought to the table were beyond the knowledge of TDECU's in-house team. As TDECU's Managed Identity Solutions Provider (MISP), BeyondID was able to fill in the gaps in the company's Experience Division as staffing fluctuated.

Fraud Prevention Strategy

By bringing fraud prevention into focus as a strategic priority, BeyondID aimed to eliminate modern identity fraud scams preventable by strong identity security.

"BeyondID brought with them all the pillars of expertise we were missing, and with their help, we've gained a lot of experience. We're looking forward to a long partnership with BeyondID – this is a partner that's going to take us forward and we're in it together for the long haul."



John Gallo

VP, Infrastructure & Information Security
TDECU

Outcomes

Seamless Customer Experience

TDECU's Digital Banking Experience is seamless. Users enjoy SSO access to tools, insights, and help features. The digital experience works in conjunction with customers' in-person experience.

Improved Security Posture

With the foundation of their secure Okta Platform and BeyondID-enabled banking solution, TDECU can confidently move forward in the digital age without high risk of fraud and other digital threats.

Future-Proof Digital Environment

Unlike TDECU's original applications, Okta's modern infrastructure will be able to support the applications powering tomorrow's digital experience and the high compliance standards they'll be subject to.

Cost Savings

With help from BeyondID, TDECU was able to accomplish its transformation goals even as outside forces caused the size of their internal team to fluctuate.

Conclusion

TDECU recognized that digital transformation would be necessary in order to bring their systems up to date, support future integrations, and improve their overall customer experience. From the beginning, improving customer experience was singled out as the primary focus of their transformation. With their new digital experience, TDECU is viewed by customers as a modern, secure financial institution with all the charm of a family-run business. Members enjoy a seamless mobile banking experience that complements their interactions with the company's original brick-and-mortar business model and TDECU leadership can rest easy knowing they have comprehensive fraud prevention measures in place.

About BeyondID

BeyondID is an Okta Apex Partner and leading Managed Identity Solutions Provider (MISP). We simplify and secure solutions and services that help manage digital identities, enabling organizations to control access to applications, data, networks, and devices while facilitating continuous regulatory compliance and ensuring seamless user experiences.

BeyondID has created Secure Total Experiences for organizations like:

