

equipifi Buy Now Pay Later



equipifi's Buy Now, Pay Later platform provides a single place for credit unions to view, accept, and manage BNPL plans within their existing digital banking app.

- **Meet member demand, spending habits, and payment preferences**
- **Attract new members**
- **Increase revenue, grow market share**
- **Gain seamless integration**
- **White label with credit union brand**

Members and consumers at large are seeking Buy Now Pay Later (BNPL) programs to use for their purchases. Already, 60% of consumers in the United States have used BNPL at least once and 70% would prefer a solution from their trusted financial institution.*

Accessing a BNPL solution from within a credit union's digital banking app provides a seamless buying experience that increases member satisfaction.

Equipifi is the leading BNPL platform for financial institutions in the United States. By using this platform, credit unions can launch an integrated, white-labeled BNPL solution within their existing digital banking app.

How It Works

BNPL programs enable debit cardholders to convert qualified transactions into installment plans and give credit unions a flexible spending option to offer members.

Members first pay for a good or service using their debit card. Then, when members login to their digital banking app, they will be able to choose to split part of the bill to pay over time. Through the digital banking app, the member can choose their terms for repayment, which could be autopay installments or manual payments over a set period. The amount determined to be repaid at a later date is then deposited back into the members account for immediate use.

*Source: CR Research and PYMNTS.com

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At the credit union level, you choose the loan parameters and offer settings, which can include maximum active plans that a user can participate in at one time, which types of accounts are eligible, and the transaction amount range. Equipifi's decision engine determines eligibility and automates underwriting based on your settings.

Key Benefits

Drive Engagement - Interact with members as they plan their purchase and split payments to complete their transactions.

Grow Revenue - Financed debit card purchased and increased checking account activity helps increase revenue.

Attract New Members - Offering a competitive BNPL solution can help with member recruitment, as well as retention.

Elevate Your Brand - With white labeling and seamless integration within your credit union's digital banking app, members see another valuable offering provided by your credit union.

"Members are asking for Buy Now, Pay Later options, and equipifi is the right partner for us to be able to offer this critical service to credit unions who already work with Synergent. We are thrilled to formally partner with equipifi to provide this service to more credit unions and their members."

Rebekah Higgins
Chief Growth Officer

Learn More

For additional information on implementing equipifi Buy Now Pay Later at your credit union, please contact your dedicated Client Success Manager.