

# Ohio Healthcare Federal Credit Union Selects Digital Onboarding Inc. to Maximize Member Engagement Rates

**DUBLIN, OH, March 5, 2018** – **Ohio Healthcare Federal Credit Union**, a not-for-profit financial institution serving healthcare professionals in the state of Ohio, has selected Digital Onboarding Inc., a SaaS technology company that provides a fully automated new account activation platform, to maximize online application completion and member engagement rates while completely eliminating the cost of phone calls, paper forms, and postage from the process.

“We are dedicated to serving the financial needs of Ohio healthcare professionals and I’m delighted that Digital Onboarding Inc. makes it easier than ever for members to access the full benefits of their new accounts,” said Bill Butler, CEO of Ohio Healthcare Federal Credit Union. “The fact that the platform is helping our organization increase revenue while reducing costs is an added benefit.”

According to Javelin Strategy and Research, a fully engaged new checking account customer who sets up direct deposit, uses bill pay, and swipes their debit card generates \$212 more per year than an inactive customer and owns 2.7x more financial accounts with that institution.

“There is a real opportunity for financial institutions to reduce silent attrition and grow profitability by turning more account holders into engaged customers and members,” said Ted Brown, CEO of Digital Onboarding Inc. “I am thrilled that Ohio Healthcare Federal Credit Union is harnessing the Digital Onboarding platform to achieve that goal.”

“The platform enables us to digitally retarget abandoned online applicants and inspire them to complete the process,” said Jaime Crooks, VP of Marketing for Ohio Healthcare

Federal Credit Union. “It also allows us to create digital journeys that motivate members to use their debit cards and the online and mobile banking, bill pay, and direct deposit services.”

#### **About Ohio Healthcare Federal Credit Union:**

With over \$80 million in assets, Ohio HealthCare Federal Credit Union is a not-for-profit financial institution serving 13,000 healthcare professionals in the state of Ohio. For additional information, visit [www.ohiohealthcarefcu.com](http://www.ohiohealthcarefcu.com). For Ohio Healthcare Federal Credit Union media inquiries, contact: Jaime Crooks, [jcrooks@ohiohealthcarefcu.com](mailto:jcrooks@ohiohealthcarefcu.com), (614) 737-6036.

#### **About Digital Onboarding Inc.**

Digital Onboarding Inc. is a SaaS technology company focused on helping banking and credit union customers activate their financial services products. Digital Onboarding provides a fully automated new account activation platform that is more efficient and effective than traditional phone calls, emails, direct mail, and print brochures, driving profit by increasing new customer activation rates. For Digital Onboarding media inquiries, contact: Laurie McLachlan, [laurie@digitalonboarding.co](mailto:laurie@digitalonboarding.co), (617) 921-2916