

Noble Credit Union Selects Digital Onboarding to Engage New Members Right From the Start

Fresno, CA (August 5, 2019) – **Noble Credit Union**, a Forbes Best-in-State Credit Union with \$755 million in assets and 95,927 members, selected Digital Onboarding Inc., a SaaS technology company that provides a fully automated new account activation platform, to engage new members by making it easy for them to adopt and use value-added, digital banking services.

“We’re very focused on giving members easy access to banking services that make their lives more convenient 24/7/365,” said Keri Bennitt, Senior Vice President for Marketing and Membership, Noble Credit Union. “With our prior onboarding program, it could take weeks for new members to receive onboarding communications. With the Digital Onboarding platform, Noble Credit Union can immediately engage new members, especially those that don’t want to visit a branch. The platform makes it easy to adopt services like digital banking, direct deposits, and bill pay and it can also be used to teach new members how to use the services that the credit union offers.”

Financial institutions invest \$300 or more just to acquire a checking account and The Digital Banking Report from the Financial Brand showed that 25% to 40% of new checking accounts are closed within the first year due to suboptimal onboarding processes.

“In a competitive market where it’s increasingly difficult for credit unions to grow, it’s absolutely critical to build an immediate connection with new members,” said Ted Brown, Chief Executive Officer at Digital Onboarding. “With the Digital Onboarding platform, Noble Credit Union is engaging members right from the start by making it easy to enroll in and use account-related services 24/7/365.”

About Noble Credit Union

Noble Credit Union, a Forbes Best-in-State Credit Union, offers members full access to a wide range of financial services, including checking and savings accounts with no monthly fees, online and mobile banking, low rate MyRewards VISA credit cards, even budget management. For more information about membership in Noble Credit Union, call 559-252-5000 or visit NobleCU.com. For Noble Credit Union media inquiries, please contact Keri Bennitt at kerib@noblecu.com or (559) 451-2332.

About Digital Onboarding

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 additional information, visit digitalonboarding.com. For Digital Onboarding media inquiries, contact Laurie McLachlan at laurie@digitalonboarding.com or (617) 921-2916.