

Spokane Federal Credit Union Selects Digital Onboarding Inc. to Deliver a Fully-Guided New Member Experience

Spokane, WA (February 4, 2019) – [Spokane Federal Credit Union](#), Spokane Federal Credit Union, a not-for-profit cooperative serving the Spokane, WA community, selected Digital Onboarding Inc., a SaaS technology company that provides a fully automated new account activation platform, to drive member engagement with new deposit and loan account holders.

“When someone chooses to bank with Spokane FCU, it’s important that we provide personalized guidance to help them get the most out of the relationship,” said Susan Cerutti-Jensen, Marketing Director, Spokane FCU. “The Digital Onboarding platform makes it easy for members to adopt account-related services and additional products that will improve their financial lives.”

Javelin Strategy and Research reported that 25% of consumers believe that tasks such as enrolling in online banking are complicated and The Digital Banking Report from the Financial Brand showed that new customer attrition rates range from 25% to 40% due to suboptimal onboarding processes.

“We are excited to partner with Spokane FCU to enhance the new member experience,” said Ted Brown, CEO at Digital Onboarding, Inc. “While too many institutions rely on paper welcome kits and phone calls to drive adoption of digital banking services, Spokane FCU recognizes the importance of delivering a fully-guided, digital onboarding experience to make it easy for members to enroll in the services that drive engagement and value.”

About Spokane Federal Credit Union

Spokane Federal Credit Union is a not-for-profit financial institution with more than 11,400 members and \$157 million in assets. The Credit Union offers convenient financial services, including savings, checking and term accounts and loan products to fit member needs. In addition, Spokane FCU provides onsite services to businesses in the Spokane area, such as financial education, digital account opening, and partnerships in community events. Spokane Federal is federally insured by NCUA and is an Equal Housing Lender. For additional information, please visit

<https://www.spokanefederal.com/>.

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 additional information, visit

<https://www.digitalonboarding.com>. For Spokane Federal Credit Union media inquiries, contact: Susan Cerutti-Jensen, susanj@spokanefederal.com, (509) 323-1303. For Digital Onboarding media inquiries, contact: Laurie McLachlan, laurie@digitalonboarding.com, (617) 921-2916.