

Alliance Credit Union Selects Digital Onboarding Inc. to Make it Easy for Members To Adopt Account-Related Services

LUBBOCK, TX (May 8, 2018) – **Alliance Credit Union**, a community credit union serving the Texas counties of Lubbock and Hockley, selected Digital Onboarding Inc., a SaaS technology company that provides a fully automated new account activation platform, to help members access all of the benefits that the credit union offers.

“Alliance Credit Union has served the community for nearly 80 years and we want our members to be able to access the services that are available to them without running into roadblocks,” said Matt Grannan, President and Chief Executive Officer for Alliance Credit Union. “The Digital Onboarding platform makes it easy for new account openers to take full advantage of conveniences like online banking, mobile banking, online bill pay, and direct deposits. Using the platform to onboard new account openers is also more cost-efficient than mail. ”

The Digital Banking Report from the Financial Brand showed that 53% of financial institutions used direct mail to help new account holders progress through the new account onboarding process while the channel wasn’t reported to be highly effective.

“Too many financial institutions distribute paper welcome kits and hope for the best,” said Ted Brown, CEO of Digital Onboarding Inc. “With automated email and text reminders, custom account activation microsites, and gamification incentives, Alliance Credit Union is able to turn more new account openers into long-term, mutually profitable relationships.”

“Historically, the credit union sent seven mailings to new account openers over a seven-month period to educate them about the credit union and the services that we offer,” said Matt Grannan, President and Chief Executive Officer for Alliance Credit

Union. “The Digital Onboarding platform will not only make the onboarding process more efficient, it will give us access to detailed analytics so that we can continually improve the way that we communicate with members.”

About Alliance Credit Union

Alliance Credit Union is a community credit union that serves the financial needs of those living, working, or worshipping in the Texas counties of Lubbock and Hockley. Established in 1940, the credit union operates out of seven area offices. Alliance Credit Union is committed to improving the quality of life of its members by providing the best available financial services in the most efficient, convenient, and friendliest manner possible. For additional information on Alliance Credit Union, visit <https://alliancecutx.com>.

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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.com, (617) 921-2916.