

## **One Nevada Credit Union Selects the Digital Onboarding Platform to Make it Easy for Digital-Centric Members to Adopt Account-Related Service**

**BOSTON, MA (October 2, 2019)** **One Nevada Credit Union**, one of the strongest, well-capitalized credit unions in the country, selected Digital Onboarding, Inc., a SaaS technology company that automates the new account activation process and makes it easier for members to enroll in services like online and mobile banking, bill pay, and direct deposits.

Before adopting the Digital Onboarding platform, One Nevada Credit Union was doing an exceptional job in branches of opening new accounts and making it easy to enroll in account-related services. However, online account openers were not receiving the simple, personalized experience that digital-centric members desire. The credit union will leverage the Digital Onboarding platform to unify the online and offline member experience.

“We were searching for a solution that would make it easy to deliver personalized, relevant communications to our members,” said Deborah Colby, Senior Vice President Chief and Marketing Officer, One Nevada Credit Union. “We were attracted to the Digital Onboarding platform because it is intuitive and offers analytics and insights that help us understand how to continually optimize and improve our communications.”

The Digital Onboarding platform allows One Nevada Credit Union to innovate and engage with members in a scalable way. The credit union wanted to enhance the member experience and empower members with easy access to everything that it offers. “In choosing a platform, it was important to us that the company behind it understands our needs as a credit union,” said Colby. “Digital Onboarding has a great deal of experience with credit unions and understands our needs are different than the

needs of a bank.”“Credit union members are increasingly choosing to bank via digital channels and it’s critical that institutions deliver an intuitive and convenient digital experience,” said Ted Brown, CEO, Digital Onboarding, Inc. “We appreciate the unique needs of credit unions and are thrilled to help One Nevada Credit Union deliver an exceptional onboarding experience to its members.”

### **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](https://digitalonboarding.com). For Digital Onboarding media inquiries, contact Laurie McLachlan at [laurie@digitalonboarding.com](mailto:laurie@digitalonboarding.com) or (617) 921-2916.

### **About One Nevada Credit Union**

With over \$920 million in assets, One Nevada Credit Union is one of the largest locally owned, federally insured credit unions in the state. It is one of the strongest, well-capitalized credit unions in the country with more than 14% net worth. One Nevada serves 78,000 members, has 14 branches, and offers 46,000 surcharge-free ATMs through the AllPoint Network. Membership is open to all residents of Washoe County, Clark County and Nye County. The National Credit Union Administration, a U.S. Government Agency, insures member deposits at One Nevada. For more information, visit <https://www.OneNevada.org>. For One Nevada Credit Union media inquiries, contact Deborah Colby at [deborahc@onenevada.org](mailto:deborahc@onenevada.org) and (702) 948-5376.