

Pacific Service Credit Union Selects Digital Onboarding, Inc. to Enhance the New Member Onboarding Experience and Expand Existing Member Engagement

Boston, MA (January 30, 2020) – **Pacific Service Credit Union** (PSCU), with over \$1B in assets, more than 60,000 members, and six branches across California, selected Digital Onboarding, Inc. to help achieve its strategic goals by enhancing the new member onboarding experience and deepening share of wallet across its member base.

A Total Expert survey published by The Financial Brand showed that 65% of bank and credit union marketers surveyed said they do not leverage institution data often enough when targeting and personalizing customer and member communications.

“PSCU is leveraging data and modern digital strategies to provide a first-class member experience that engages members and deepens relationships,” said Kristin Dove, Chief Marketing Officer and SVP, Member Acquisition and Engagement. “Digital Onboarding offers a fully automated platform and the company provides best-practice knowledge so that we can automatically add members to personalized campaigns that motivate them to adopt new products and account-related services that address their unique needs.”

“The Digital Onboarding platform offers the simplest and easiest way for credit unions to engage with new and existing members,” said Ted Brown, CEO of Digital Onboarding, Inc. “Designed exclusively for financial institutions, the platform triggers email and SMS reminders that link to personalized, step-by-step digital guides that make it easy for members to take actions that drive satisfaction and deepen relationships.”

About Digital Onboarding Inc.

Digital Onboarding Inc. is a SaaS technology company focused on helping banking customers and credit union members 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 and member activation rates. For Digital Onboarding media inquiries, contact Laurie McLachlan at laurie@digitalonboarding.com or (617) 921-2916.

About Pacific Service Credit Union

Pacific Service Credit Union is a not-for-profit credit union committed to strengthening the financial lives of its more than 60,000 members through trustworthy practices, superior products and exceptional service. Founded in 1936 by employees of Pacific Gas & Electric Company, it is a full-service credit union with assets over \$1 billion and a field of membership that incorporates 12 Northern California counties. Bauer Financial, a third-party firm that analyzes the financial health of banks and credit unions, consistently awards Pacific Service Credit Union its highest 5-Star rating. The credit union boasts a talented, cohesive leadership team with an average of more than 11-years of service; and in 2019, was named as a Top Workplace in the Bay Area. In 2019, the credit union was ranked 86th for corporate philanthropy by the San Francisco Business Times, joining a handful of companies that donate more than 1% of their net earnings to charities located in the communities they serve. Pacific Service Credit Union concentrates on funding organizations that provide services for at-risk children, education, health and human services, and disaster relief. For more information, visit: <https://www.pacificservice.org>. For Pacific Service Credit Union media inquiries, contact Kristin Dove at kristin.dove@pacificservice.org or (925) 609-5203.