

## **Spirit Financial Credit Union Selects Digital Onboarding, Inc. to Optimize Member Communication and Education**

**Boston, MA (February 11, 2020)** – **Spirit Financial Credit Union** (SFCU), serving the Lower Bucks County region of Pennsylvania, selected Digital Onboarding, Inc. to expand its' member interactions throughout the member, loan, and certificate activation processes. Using step-by-step digital guides and seamless cross-channel reminders, the Digital Onboarding platform allows institutions to message both new and existing members with important information about their accounts.

The Financial Brand's report, *Four Reasons Onboarding Efforts Fail to Meet Bank Expectations*, found that 45% of banks and credit unions with an onboarding program reported sending only one to two communications during the initial six-month onboarding process. While checking account activation is a known pain point across the financial services industry, SFCU aims to champion relationships with each of its members that extend past simple memberships or checking accounts by expanding outreach significantly during the first six months and even further.

"We selected Digital Onboarding to improve our engagement with new and existing members," said David Obarowski, CEO, SFCU. "For new and existing members, the Digital Onboarding platform will allow us to market to and educate our members on a one-to-one level about our products and services."

"The Digital Onboarding platform is designed to equip financial institutions with the tools and best practices they need to communicate with members seamlessly across channels," said Ted Brown, CEO, Digital Onboarding, Inc. "The opportunity the platform provides is not only for expanded onboarding communication in the first month of new

membership, but also to continue building a relationship in the crucial first six months, and even years down the line.”

### **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](mailto:laurie@digitalonboarding.com) or (617) 921-2916.

### **About Spirit Financial Credit Union**

Spirit Financial Credit Union was established in 1953 as Fairless Employees Credit Union, with the primary goal of helping employees of the United States Steel Corporation. In the 1980s, the credit union became known as Fairless Credit Union, reflecting the credit union’s expanded legacy of serving the financial needs of various other employee groups throughout the community. In 2005, our charter expanded again to include members of the Bucks County community. We began using the name Spirit Financial Credit Union in 2016 to reflect our vision of helping the diverse community to achieve personal financial growth throughout all stages of life. For Members, By Members. Credit unions are member-owned, not-for-profit financial institutions with member-elected, volunteer board members. Credit unions operate for the benefit of their members, not a select group of stockholders. Since 1953, Spirit Financial Credit Union has exemplified the credit union motto, “Not for profit, not for charity, but for service.” For Spirit Financial Credit Union media inquiries, contact David Obarowski at [david.obarowski@spiritfinancialcu.org](mailto:david.obarowski@spiritfinancialcu.org) or ( 267)-580-0230.