

## Southwest Financial Federal Credit Union Selects Digital Onboarding, Inc. to Modernize the Member Onboarding Experience

**Boston, MA (March 20, 2020)** – **Southwest Financial Federal Credit Union** (FCU), with just over \$60 million in assets, selected Digital Onboarding, Inc., a SaaS technology company, to develop an innovative member-onboarding solution using its intuitive and customizable platform to help increase profits and member engagement.

“At Southwest Financial FCU, we want our members to experience better banking. We strive to do this not only by making banking more accessible, but by providing a superior member experience,” said Melanie Kennedy, CEO, Southwest Financial FCU. “After extensive research, we chose the Digital Onboarding platform because it engages our members with personalized emails and SMS messages while educating our members about our products, services, and perks. The platform is easy to use, and the journeys make it simple for our members to receive the information needed to fully utilize their accounts, allowing us to focus on growing our membership base.”

Previously, Southwest Financial FCU utilized their dedicated OnBoarding Specialist to email and call each new member to educate them about their products and services. However, they discovered that this was a lot of information to put in an email or a phone call. Not to mention, it was done on the credit union’s time, which isn’t always the best time for the member. With Digital Onboarding, Southwest Financial FCU’s members can learn about their products, services, and perks on their own time. Additionally, sending members on the digital journey allowed Southwest Financial FCU’s OnBoarding Specialist to focus on personalizing sales outreach efforts.

“Credit union members want the ease and accessibility of digital banking so it is crucial that financial institutions provide a simple and engaging digital experience,” said Ted Brown, CEO, Digital Onboarding, Inc. “We are ecstatic that Southwest Financial FCU has chosen the Digital Onboarding platform to provide the best possible onboarding experience for its members.”

### **About Southwest Financial Federal Credit Union**

Southwest Financial Federal Credit Union, chartered in November 1962 as Kro-Dal (Kroger-Dallas) Federal Credit Union, is a member-owned, not-for-profit financial cooperative, dedicated to educating its more than 10,000 members about financial literacy and providing extraordinary service. Today, with over \$60 million in assets, they continue to stay true to their roots and still operate for the benefit of Kroger associates and their immediate family members. For Southwest Financial Federal Credit Union media inquiries, contact Venoka Daniels at [vdaniels@swfinancial.org](mailto:vdaniels@swfinancial.org).

### **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.