

Certified Federal Credit Union Selects Digital Onboarding, Inc. to Deepen Member Relationships with Targeted Personalization

Boston, MA (March 23, 2020) – **Certified Federal Credit Union** (CFCU), with over \$600 million in assets, more than 61,000 members, and eight branches through Southern California, selected Digital Onboarding, Inc. to help achieve its strategic goal to deepen relationships with new and existing members, and to increase engagement with every member through a personalized, guided experience.

“In this past year, we’ve worked diligently to strengthen the credit union’s foundation in the areas of technology and service making Digital Onboarding, Inc. a perfect fit,” said Jay Lassiter, VP of Marketing, Payments, Service at Certified Federal Credit Union.

“The Digital Onboarding platform will help us to increase member engagement through email messaging, SMS notifications, and personalized, step-by-step digital journeys to lead to the adoption of new products and account-related services, which is exactly what we were looking for to promote our MORE rewards Visa® credit card.

In a recent study published by Forrester, Enterprises must pivot toward delivering proactive, hyper-personalized content and services when and where a consumer needs or wants them.

“We are thrilled to partner with Certified Federal Credit Union to deepen new and existing member relationships,” said Ted Brown, CEO, Digital Onboarding, Inc. “By implementing a more modern and fully digital onboarding approach, Certified Federal Credit Union is demonstrating its commitment to delivering exceptional service by knowing what the member wants and delivering it flawlessly.”

About Certified Federal Credit Union

With \$634 million in assets, Certified Federal Credit Union was founded in 1949 and is now the largest credit union in the western United States serving primarily the grocery industry. The member-owned credit union operates under the motto “Just Like a Bank, Only Better.” It offers all of the products and services you’d expect at a big bank, however, it is a not-for-profit organization that returns profits to members. The credit union has earned an A+ rating from WEISS Ratings, placing its financial performance in the top 0.3% of all credit unions, and a 5-Star rating from Bauer Financial every year for more than 20 years.

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About Digital Onboarding Inc.

Digital Onboarding Inc. is a SaaS technology that offers a fully automated digital engagement platform that is purpose-built for financial institutions. The platform enables banks, credit unions, credit card companies, and investment management firms to create personalized emails, texts, and step-by-step digital guides to engage members, from the moment they join.

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