

Connect Credit Union Selects Digital Onboarding, Inc. to Maximize Member Satisfaction and Engagement

Boston, MA (April 7, 2020) – **Connect Credit Union**, a member-owned financial institution with over \$75 million in assets, selected Digital Onboarding Inc., a SaaS technology company, to increase member engagement with new and existing members by providing them with a fully automated member engagement platform. “We have been relying on branch staff and direct mail as the main form of communication with our members for years and knew we needed to add a more modern approach,” said Cynthia Ryan, Vice President of Operations, Connect Credit Union.

According to an article published by The Financial Brand, in order for financial institutions to drive engagement with their customers, offline and online channels must be optimized in a sequence and cadence of touchpoints that can reduce attrition and improve profitability.

“A digital experience that is specifically tailored to members can dramatically improve brand loyalty to an institution,” said Ted Brown, CEO, Digital Onboarding Inc. “I am ecstatic that Digital Onboarding is able to provide an online solution for Connect Credit Union to maximize member satisfaction and engagement.”

About Connect Credit Union

Connect Credit Union has been serving the financial needs of its members since 1962. With over \$78 million in assets, Connect Credit Union serves members throughout South Florida. We work diligently to fulfill our member’s financial needs. Together, on this road we call Life! Connect with Connect Credit Union online at www.ConnectCU.org or on Facebook.

About Digital Onboarding, Inc.

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 and member activation rates. For Digital Onboarding media inquiries, contact Laurie McLachlan at laurie@digitalonboarding.com or (617) 921-2916.