

# MassMutual FCU Will Fully Automate New Member and Cross Sell Communications With the Digital Onboarding Platform

**Boston, MA (June 22, 2020)** - **MassMutual Federal Credit Union** (FCU), a not-for-profit, financial cooperative serving 13,000 members, selected the Digital Onboarding platform which is used by more than 40 financial institutions to automate many of the marketing functions it has been working by hand.

“Our team has been relying on an email platform to communicate with members but the process is quite manual and inefficient,” said Chris Brown, Chief Operations Officer, MassMutual FCU. “With the Digital Onboarding platform, we can stay ahead of the curve by automatically triggering SMS and email messages that link to personalized, step-by-step digital guides that help members take advantage of our full suite of products and services. Even better, the platform will free up time that we can allocate to other strategic projects.”

The Digital Banking Report and J.D. Power found that the easiest and most immediate form of communication, SMS text, is both the most impactful on satisfaction and also the least used.

“It is inspiring to partner with a credit union that embraces a truly modern approach to communicating with its members,” said Ted Brown, CEO, Digital Onboarding, Inc. “We are thrilled to help MassMutual FCU deepen member relationships while increasing efficiencies through automation.”

“Financial institutions, especially credit unions, that ignore the Digital Transformation imperative risk becoming obsolete and irrelevant in the eyes of their members,” said

Brown. “MassMutual FCU is committed to being at the forefront of digital transformation and offering our members the experience they deserve.”

### **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 optimize customer lifecycle communications at every stage. For Digital Onboarding media inquiries, contact Laurie McLachlan, Chief Marketing Officer, at [laurie@digitalonboarding.com](mailto:laurie@digitalonboarding.com) or (617) 921-2916.

### **About MassMutual FCU**

MassMutual Federal Credit Union is a not-for-profit, financial cooperative formed in 1962 by 35 employees of the Massachusetts Mutual Life Insurance Company to serve its employees. The credit union’s 13,000 members are MassMutual employees, MassMutual Financial Professionals, their family members, and others who work on MassMutual campuses. The credit union is committed to being at the forefront of digital transformation and offering its members the exceptional experience they deserve. For MassMutual FCU media inquiries, contact Jacqueline Lopez, Marketing Manager, at [jlopez@massmutual.com](mailto:jlopez@massmutual.com) or (413) 744-4780.