

## **Island Federal Credit Union Selects Digital Onboarding, Inc. To Enhance the New Member Onboarding Experience and Expand Existing Member Engagement**

May 27, 2021 - Hauppauge, NY— Island Federal Credit Union (Island Federal) with over \$1.6 Billion in assets, serving nearly 50,000 Members with eleven branches across Long Island, selected Digital Onboarding, Inc. to help achieve its strategic goals by enhancing the new Member onboarding experience and deepening share of wallet across its Member base.

Island Federal offers over 5,600 shared branches nationwide and more than 105,000 surcharge-free ATMs across the country, including over 1,000 on Long Island alone. ATMs can be found at CVS®, Walgreens®, 7-Eleven®, Target®, Costco®, Dunkin Donuts®, Speedway®, Rite-Aid®, Duane Reade® locations, and many more places nationwide.

"Island Federal's mission to deliver outstanding Member service includes leveraging data and modern digital strategies. We were searching for a solution that would make it easy to deliver personalized communications that engages our Members and deepens relationships," said Craig Booth, Executive Vice President/COO, Island Federal. "To make the Member experience first class and even better, we partnered with Digital Onboarding to offer a fully automated platform to automatically add Members to personalized campaigns, that inspire them to adopt new products and services that address their personal financial needs and goals."

"The Digital Onboarding platform offers the simple stand easiest way for credit unions to engage with new and existing Members," said Ted Brown, CEO of Digital Onboarding, Inc. "Designed exclusively for financial institutions, the platform triggers e-mail and SMS

reminders that link to personalized, step-by-step digital guides that make it easy for Members to take actions that drive satisfaction and deepen relationships. We look forward to continuing to innovate with Island Federal to deliver the best possible Member experience and convenience."

### **About Island Federal Credit Union**

Island Federal Credit Union, headquartered in Hauppauge, N.Y., is a not-for-profit, full-service financial institution, providing affordable banking products and services to Long Islanders. Founded in 1955, Island Federal has grown to be among the top performing credit unions in New York State with over \$1.6 billion in assets and serving nearly 50,000 Members. Island Federal's successful track record can be attributed to consistently delivering the best rates, no hidden fees, and exceptional service to its Members. When banking at Island Federal, Members have access to a complete menu of loan and deposit products, including: Simply Free Checking accounts, Certificate accounts, IRAs, Auto loans, Mortgage, Home Equity loans and lines, a Credit Mastercard® and Student Choice College loans. Island Federal currently operates full-service branches at: Bellmore, Brooklyn, East Setauket, Hauppauge, Hicksville, Massapequa, Riverhead, Sayville, Selden, and two locations at Stony Brook University and Stony Brook Medicine. For anytime access, Island Federal offers free 24/7/365 customer service, online banking, bill payer, and mobile banking services.

For more information about Island Federal, stop by any branch, visit their website [www.islandfcu.com](http://www.islandfcu.com) or call (631) 851-1100.

### **About Digital Onboarding Inc.**

DigitalOnboarding, 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, e-mails, direct mail, and print

brochures, driving profit by increasing new customer and Member activation rates. For additional information, visit <https://www.digitalonboarding.com/>.

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