

Maui County FCU Selects the Digital Onboarding Platform to Deliver Personalized Experiences that Drive Member Engagement

July 7, 2021 - Boston, MA— [Maui County Federal Credit Union](#) selected the Digital Onboarding engagement platform to deliver personalized messages and microsites to every new member automatically. When members visit their personalized microsites, they can access digital tools that make it easier to switch direct deposits, update default card payment methods at multiple merchants simultaneously, and adopt digital banking services that drive cost savings, member satisfaction, and longevity.

“We want every new member to know about the benefits of the products and services that are available to them,” said Denise Thayer, Chief Development and Communications Officer, Maui County Federal Credit Union. “The Digital Onboarding platform helps take our innovation strategy to the next level. It enables us to personalize member journeys and deliver relevant and useful information in a way that meets members’ needs and fits their busy lifestyles.”

The Digital Banking Report [Account Opening and Onboarding Benchmarking Study](#) showed that 25 to 40 percent of new checking accounts are closed within the first year. Driving early engagement is the key to building long-lasting relationships. Today’s members demand personalized, digital communications and tools that eliminate the friction often associated with new member onboarding processes.

“If members don’t know what their credit union offers, they’re far more likely to visit a competing institution for their next financial services product,” said Ted Brown, CEO, Digital Onboarding Inc. “Maui County Federal Credit Union recognizes the importance of delivering personalized digital journeys that educate members on the products and services that can improve their financial lives. I am thrilled about our partnership.”

About Maui County Federal Credit Union

Maui County Federal Credit Union was originally established in 1937 to serve the needs of Maui's County, State, and Federal government employees, and their families. It is the largest credit union in Maui County with 57 employees serving over 20,000 members. Maui County FCU revised its field of membership to a community charter offering members a wide variety of financial services and products with branches in Kahului, Lahaina, and Wailuku. For more information, visit www.mauicountyfcu.org, or follow us on [Facebook](#) and [Instagram](#).

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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