

White Rose Credit Union Selects the Digital Onboarding Engagement Platform that Integrates with FLEX

July 19, 2021 - Boston, MA— White Rose Credit Union selected the Digital Onboarding engagement platform to welcome new members and deepen relationships with existing ones. The platform is integrated with the credit union's core processor, FLEX, enabling White Rose Credit Union to trigger member engagement campaigns and track performance automatically.

The Digital Onboarding platform sends emails and text messages that connect members with their personalized microsites. The platform's digital tools make it easy for members 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.

"The Digital Onboarding platform ranked the highest among all of the member engagement platforms that we evaluated," said Debra Kauffman (CCUE), President and CEO, White Rose Credit Union. "The platform is integrated with our core processor, FLEX, which is a real game-changer. As White Rose Credit Union seeks to create more personalized digital experiences for our members, adopting the Digital Onboarding platform was a natural place to start."

New White Rose Credit Union members previously received an introductory packet and follow-up letter after joining. Implementing the Digital Onboarding platform to engage new members and cross-sell additional products marks one of the first significant moves towards achieving the credit union's digital banking and experience initiatives.

“As members continue to embrace digital banking channels, credit unions need a way to deliver personalized digital experiences that deepen relationships,” said Ted Brown, CEO, Digital Onboarding. “By adopting the Digital Onboarding platform, White Rose Credit Union is taking a major step in achieving its digital transformation strategy.”

About White Rose Credit Union

White Rose Credit Union is committed to improving the lives of our members and community—and inspiring others to do the same. It’s our community. We care.

The credit union operates 5 public branches, a local high school branch, and currently provides a full array of financial products and services to over 11,000 members. As a community credit union, membership is available to those who live, work, worship, attend school or own a business in York and Adams County Pennsylvania. It’s your life. We care. Federally insured by NCUA.

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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