



Regional Federal Credit Union Sees Rapid Growth with Digital Banking Solution

“We give members and potential members the chance to strike while the iron is hot. If they see an advertisement about membership, free checking, or a low loan rate, they don’t have to wait to visit a branch. They can open a new account, add checking, get a debit card, or apply for a loan online. We understand their busy lifestyles and we meet them where they are.”

- Chief Information Officer



Challenges

- Credit Union needed to help customers apply for new accounts without visiting a branch office
- Needed the ability to cross-sell new products such as credit cards

Solution

- Online Account Opening for Consumers

Results

- Members can complete all banking transactions without visiting a branch
- Member satisfaction is increased
- Consistent and rapid growth with online account openings and business volume
- Minimized call center interactions

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