



Connecting all your banking needs

## 42% of Align Credit Union's Accounts are Opened Monthly Through New Online Banking Technology

*"Engage has given our members an easier way to manage accounts during a difficult time. Bottomline is a strong strategic partner that not only listened to our needs, provided us with a solution, but continues to support our business by helping review analytics and continue to innovate with us."*

- Sandra Lamplough  
Senior Vice President, Operations



### Challenges

- Inability for customers to open and manage accounts online
- In-person banking became more challenging during the pandemic and Align Credit Union was lacking an on-demand virtual system

### Solution

- Digital Banking IQ™ Engage enhances Align's member experience as their members can now open and deposit accounts online

### Results

- 42% of all accounts are opened online
  - 57 Accounts are opened online monthly, compared to 7 branches opening a total of 77 Accounts monthly
- 63% Member Conversion Rate - opening at a higher rate online than at our branches
- Strong member partnership ensuring up-to-date with modern innovations to remain competitive in the market
- Gained efficiencies in opening accounts for new members, including reduced process time and strain on resources