

Del-One Federal CU Furthers Its Mission to Be the Easiest Credit Union to Do Business With

Boston, MA (November 16, 2021) – **Del-One Federal Credit Union** selected the **Digital Onboarding** engagement platform to deliver guided, digital journeys and automated tools that make it easy for members to fully utilize the accounts they opened.

The Digital Onboarding engagement platform triggers emails and text messages that connect new account openers with their personalized microsites. The platform's digital, **self-service tools** make it easy for members to update direct deposits and their default card payment methods in seconds. The platform also helps members adopt digital banking services that drive cost savings, satisfaction, and primacy.

“Credit unions tend to believe that they can beat the competition just by providing great service, but that is not the case,” said Daniel McCarthy, Chief Administrative Officer, Del-One Federal Credit Union. “We understand that members expect their banking experience to be as easy as shopping online or booking a rideshare, and Del-One is firmly committed to being the easiest credit union to do business with. The Digital Onboarding engagement platform is an integral part of our strategy to remove friction and delight members during the moments that matter most.”

The Digital Onboarding platform will enable Del-One to replace its manual new member onboarding process with an automated approach that's personalized and has been proven to deepen member engagement.

“Credit unions have long been known for providing outstanding service, but it's not enough,” said Ted Brown, CEO, Digital Onboarding. “Any hint of friction in the member experience is going to negatively impact performance. Del-One understands that consumers favor businesses that make their lives easier, and I am excited to help them deliver an ideal new member experience.”

About Del-One Federal Credit Union

Del-One Federal Credit Union, with more than 73,000 members and \$649 million in assets, has been proudly helping members reach their goals since 1960. Its member-owned financial cooperative's staff work as advocates by learning what members need and want, and assisting them on their financial journey. Del-One is more than just a full-service financial institution with branch locations throughout Delaware—it is a place where members are treated like family. For more information, visit <https://www.del-one.org>.

About Digital Onboarding

Digital Onboarding Inc. is a SaaS technology company focused on helping banking and credit union customers 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, emails, direct mail, and print brochures, driving profit by increasing new customer and member activation rates. For additional information, visit <https://www.digitalonboarding.com>. For Digital Onboarding media inquiries, contact Laurie McLachlan at laurie@digitalonboarding.com or (617) 921-2916.