

Gather Federal Credit Union is Giving Members Personalized Digital Guides to Increase Services Adoption

April 28, 2021 - BOSTON, MA — **Gather Federal Credit Union** is implementing the Digital Onboarding engagement platform to create and deliver personalized, step-by-step digital guides for its members. New account openers will receive email and text messages that link to personalized microsites that guide members through the steps they need to take to adopt account-related services and additional products.

Previously, Gather Federal Credit Union was sending new account openers an informational email that educated members on its suite of products and services. However, members needed more help enrolling in digital banking, direct deposits, automatic payments, eStatements, and other account-related services.

“By investing in the Digital Onboarding platform, we now have access to a strategic partner that is here to help us grow our business,” said Justin Ganaden, Executive Vice President, Gather Federal Credit Union. “We evaluated multiple options and selected the Digital Onboarding engagement platform because of its ability to guide members through the account activation journey at their own pace. It also gives the credit union instant visibility into how campaigns are impacting our business.”

The Financial Brand reported that consumers want frequent, quality communications from their financial institution, especially during the early days of the relationship. Yet, 45 percent of financial institutions with a new customer onboarding program indicated that they communicated only one to two times during the initial six-month onboarding period.

“In a time where the largest banks are winning the lion’s share of new business, community credit unions that do not hesitate to embrace the right technologies can compete and thrive,” said Ted Brown, CEO, Digital Onboarding Inc. “By adopting the

Digital Onboarding engagement platform, Gather Federal Credit Union can give members a fully guided experience that drives satisfaction and long-term engagement. I am thrilled to partner with the credit union to achieve its goals.”

About Gather Federal Credit Union

Gather Federal Credit Union provides financial products and services to more than 36,000 members in Kaua'i and Ni'ihau. With assets of over \$641 million and combined membership savings exceeding \$575 million, Gather FCU is the largest neighbor-island credit union in the state of Hawaii. For additional information, visit <https://www.gatherfcu.org>.

About Digital Onboarding Inc.

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/>.

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