

Greater Nevada Credit Union Adopts the Digital Onboarding Platform to Upgrade its New Member Experience

August 18, 2021 - Boston, MA—**Greater Nevada Credit Union** today announced that it selected the Digital Onboarding engagement platform to deliver a best-in-class, consistent new member experience. The platform gives members access to digital tools that make it easier to switch direct deposits, update default card payment methods at multiple merchants simultaneously, and adopt digital banking services that improve the member experience.

“With the Digital Onboarding platform, it’s simple to create the frictionless and welcoming experience that our new members deserve,” said Michael Thomas, Vice President of Marketing, Greater Nevada Credit Union. “In the credit union industry, the first impression is make or break, and we want to exceed new members’ expectations. The Digital Onboarding platform is one of the best investments that we can make to achieve our goal of forging deep and long-lasting relationships.”

Previously, Greater Nevada Credit Union relied on staff to compile new member data from multiple systems. This, at times, delayed information in reaching account holders in the most convenient and timely manner. With the Digital Onboarding platform, the credit union can instantly trigger new member emails and text messages. Messages will link to personalized microsites with digital, self-service tools that are proven to increase the adoption of account-related services.

“If credit unions do not engage new members within the first 30 days, their chances of ever succeeding are pretty dismal,” said Ted Brown, CEO, Digital Onboarding Inc. “Greater Nevada Credit Union recognizes the importance of delivering a superior new member experience, and I am thrilled to be a part of this important strategic initiative.”

About Greater Nevada Credit Union

Greater Nevada Credit Union (GNCU) is headquartered in Carson City, Nev. and has been helping Nevadans with their financial needs since 1949. The credit union serves more than 80,000 consumers and small businesses, has over \$1.5 billion in assets, and is the largest community-owned financial institution domiciled in Nevada. GNCU's subsidiaries include Greater Commercial Lending, Greater Nevada Mortgage and Greater Nevada Insurance. GNCU has been consistently recognized as a Best Financial Institution in many of its service areas, a top employer by the Reno/Tahoe Best Places to Work Awards, and is a three-time USDA National Lender of the Year. GNCU is also the title sponsor of Greater Nevada Field in Reno. For more information, call (800) 421-6674 or visit <https://www.gncu.org/>.

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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