

## Midland Credit Union improves operational efficiencies & the new member experience with Digital Onboarding, Inc

**March 16, 2021 - BOSTON, MA** — Digital Onboarding, Inc. today announced that **Midland Credit Union** has selected its fully automated digital engagement platform to free staff from manual onboarding tasks and ensure that new account openers are consistently educated on all of the services and benefits that the credit union offers.

Historically, Midland Credit Union employees invested a lot of time reaching out to new account openers to educate them on how to adopt account-related services such as digital banking, direct deposits, recurring card payments, eStatements, and more. The process was ineffective and time consuming, leaving little time for staff to focus on serving the rest of its credit union members.

“Throughout the years, Midland Credit Union shifted from primarily being a brick and mortar credit union to one with a stronger digital presence,” said Holly Luca, CEO, Midland Credit Union. “Adopting the Digital Onboarding platform is the perfect next step for succeeding with our innovation strategy. The platform will play a pivotal role in executing on our digital-first strategy by educating members on how they can bank with us anytime and anywhere and motivating them to adopt account-related services.”

Research from the 2021 **Digital Banking Report** showed that 25 to 40 percent of new checking accounts close within the first year. Driving early engagement is the key to building long-lasting relationships. Today’s members demand personalized, digital communications and tools that eliminate the friction that’s often associated with new member onboarding processes.

“Midland Credit Union understands that new account openers need help and motivation to adopt important services like digital banking, direct deposits, and recurring card

payments,” said Ted Brown, CEO, Digital Onboarding, Inc. “With the Digital Onboarding platform, Midland Credit Union can free up staff to focus on building deeper member relationships while delivering a consistent digital experience that drives services adoption”

### **About Midland Credit Union**

**Midland Credit Union** is a community credit union invested in its members’ & communities’ success. The credit union offers a variety of products and services like most other credit unions and banks. However, its number one goal is to provide exceptional member service to its members. Midland Credit Union makes members feel as if they are ‘coming home’ when they walk through the credit union’s doors. Midland Credit Union’s members have high levels of trust in the staff and their ability to provide the advice needed to be successful in their financial journeys.

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### **About Digital Onboarding Inc.**

**Digital Onboarding Inc.** is a SaaS technology that offers a fully automated digital engagement platform that is purpose-built for financial institutions. The platform enables banks, credit unions, credit card companies, and investment management firms to create personalized emails, texts, and step-by-step digital guides to engage members, from the moment they join. For Digital Onboarding media inquiries, contact Laurie McLachlan at [laurie@digitalonboarding.com](mailto:laurie@digitalonboarding.com) or (617) 921-2916.