

UMassFive is Deepening Member Relationships with Easy, Self-Service Enrollment

Boston, MA (December 1, 2021) – **UMassFive College Federal Credit Union** selected the **Digital Onboarding** engagement platform to make it easy for members to adopt the digital banking services that drive cost savings, satisfaction, and primacy.

Historically, UMassFive has relied on frontline employees to enroll new members in account-related services. The process was manual and is becoming even more time consuming as members increasingly choose to open accounts online. With the Digital Onboarding platform, employees can focus on building meaningful connections by showing members how the credit union can make a positive difference in their financial lives.

“UMassFive is laser-focused on deepening member relationships and being easy to do business with,” said Craig Boivin, Vice President of Marketing, UMassFive College Federal Credit Union. “The way we portray ourselves to new members who have chosen to move their finances to us is so very critical to our success. We are excited to work with a partner that is dedicated to ensuring that our members’ initial experiences are engaging and satisfying.”

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 enroll in services like online and mobile banking, eStatements, and more.

“We are excited to help UMassFive members access all of the services that are available to them,” said Ted Brown, CEO, Digital Onboarding. “By delivering

personalized, digital journeys, UMassFive frontline employees can focus on what they do best, which is building deep relationships.”

About UMassFive College Federal Credit Union

UMassFive College Federal Credit Union (UMassFive) was established in 1967 and serves the University of Massachusetts, as well as the Five College System and over 50 other local organizations that share their community-based values and vision for a sustainable local economy. As a non-profit financial cooperative, UMassFive’s earnings are returned to their membership in the form of better rates, lower fees, and improved services and banking technology. The Credit Union offers a full range of financial products, including personal and business banking and lending, retirement planning and investments, and insurance. UMassFive has over 40,000 members, six branches, and assets of over \$615 million. For more information about UMassFive, please visit www.umassfive.coop.

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>. For Digital Onboarding media inquiries, contact Laurie McLachlan at laurie@digitalonboarding.com or (617) 921-2916.