

SUMA (Yonkers) Federal Credit Union Selects Digital Onboarding Inc. to Deliver a Fully Digital New Member Experience

Yonkers, NY (February 01, 2019) – SUMA (Yonkers) Federal Credit Union, a full-service, member-owned financial institution serving the New York, New Jersey, and Connecticut area, selected Digital Onboarding Inc., a SaaS technology company that provides a fully automated new account activation platform, to drive member engagement with new deposit and loan account holders.

“Banks and credit unions that offer digital account opening must ensure that they can onboard new customers via digital channels immediately after new accounts are opened,” said Roman Kozicky, Chief Executive Officer, SUMA (YONKERS) FCU. “Paper welcome kits and brochures are expensive and ineffective. As SUMA (YONKERS) FCU prepares to offer digital account opening services, we are designing a new member onboarding process that makes it easy to enroll in account-related services and the Digital Onboarding platform is an important part of our strategy.”

Javelin Strategy and Research reported that 25% of consumers believe that tasks such as enrolling in online banking are complicated and The Digital Banking Report from the Financial Brand showed that new customer attrition rates range from 25% to 40% due to suboptimal onboarding processes.

“After spending more than a decade helping banks and credit unions adopt digital account opening capabilities, I know firsthand that new accounts don’t always turn into new relationships,” said Ted Brown, CEO, Digital Onboarding Inc. “With the Digital Onboarding platform, SUMA (YONKERS) FCU is ensuring that digital account openers have an exceptional first experience with the credit union and can easily enroll in additional products and account-related services.”

About SUMA (Yonkers) Federal Credit Union

SUMA (Yonkers) Federal Credit Union is a full-service member owned financial institution with assets in excess of \$330,000,000 and over 7,100 members. SUMA (YONKERS) FCU has been serving its members in Yonkers, NY, Spring Valley, NY, Stamford, CT, and New Haven, CT and vicinities for over 50 years. SUMA (YONKERS) FCU is federally insured by NCUA and is an Equal Housing Lender. For additional information, please visit <https://www.sumafcu.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 member activation rates. For additional information, visit <https://www.digitalonboarding.com>.

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