



BELLCO SELECTS DIGITAL ONBOARDING, INC. TO MAXIMIZE MEMBER ENGAGEMENT

Greenwood Village, CO (January 24, 2019) – Bellco, a member-owned, not-for-profit financial institution with more than 324,000 members and over \$4 billion in assets, selected Digital Onboarding Inc., a SaaS technology company that provides a fully automated new account activation platform, to drive engagement with new and existing members.

“Building member engagement is one of the simplest and most important ways credit unions can drive growth so it’s critical that Bellco engages new members right from the start,” said Candice Aragon, Vice President of Marketing, Bellco. “While other marketing automation systems take nine months to a year to implement, the Digital Onboarding platform is purpose-built for financial institutions and is incredibly easy to use.”

Javelin Strategy and Research reported that checking account holders that use their debit cards, direct deposit, and online bill pay are 4x more likely to make the checking account provider their primary financial institution which significantly increases long-term profitability. However, institutions that don’t engage customers and members in the first 90 days probably won’t succeed in building true relationships in the long term.

“We are thrilled to partner with Bellco to maximize new member satisfaction and engagement,” said Ted Brown, CEO, Digital Onboarding, Inc. “By implementing a more modern and fully digital onboarding approach, Bellco is demonstrating its commitment to delivering exceptional service which is what credit unions need to focus on to compete and grow in today’s marketplace.”

About Bellco

Founded in 1936, Bellco is a member-owned, locally operated, not-for-profit financial institution with more than 25 branches, 324,000 members, and \$4 billion in assets. Bellco is a progressive, organization that provides competitive financial services to meet evolving member needs. For more information, visit <https://www.bellco.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 activation rates. For additional information, visit <https://www.digitalonboarding.com>.

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