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FOR IMMEDIATE RELEASE:

## **University FCU Enables Account Access by Voice for Members, Receives Amazon Certification for New Alexa Skill**

(Tampa, FL, April 26, 2021) [Best Innovation Group](#) (BIG), a technology and financial services innovator, is pleased to announce that Utah-based [University Federal Credit Union](#) (\$1.4 billion in assets, 105,000 members) has received certification for its first conversational banking application hosted on [BIG's FIVE Conversational Banking Platform](#). The Amazon Alexa Skill created and hosted by BIG enables touchless, voice-controlled banking services for over 100,000 credit union members across a wide spectrum of Alexa-enabled devices and apps. The FIVE (Financial Interaction Voice Experience) Platform now enables credit union members to complete dozens of financial interactions and transactions with their voice.

"With the proliferation of voice assistance devices and the convenience it is bringing, we believe conversational banking, at home and our vehicles among other places, is the future," says Kirk Sanders, CIO of University FCU. "Now is the perfect time to be entering into this space for us and to start providing that experience that members will soon be demanding."

FIVE's voice-as-a-service platform enables BIG to provide a unique experience tailored to each credit union's brand while maintaining a consistent and supportable implementation. Voice applications are built with ease of use for members at the forefront, including a voice access code for security and an intuitive user experience. The conversational banking capability works on Alexa-enabled devices and the Alexa mobile application. The credit union is also engaged in preparing a Google Assistant Action for release.

"Our integrated, voice-as-a-service model makes deployment of voice applications easy for our clients," offers BIG's President, Kevin Sarber. "We believe that voice interaction is poised to become the most important new paradigm in digital banking. BIG is working hard to ensure the credit union industry leads the way with this important member experience solution."

FIVE currently integrates with several cores and online banking platforms, including the [Symitar's Episys](#) core used by the credit union. University joins a rapidly growing list of [BIG clients receiving certification](#) of their fully integrated, transactional voice applications for banking. There are now more than 50 live voice applications across the Amazon Alexa and Google Assistant marketplaces being hosted by BIG on behalf of dozens of credit unions. These voice applications now offer more than a million credit union members the power of voice.

### **About Best Innovation Group**

Founded in 2014, Best Innovation Group (BIG) was created to provide clients with the resources to quickly implement digital solutions and adopt cutting-edge technologies. BIG provides research and development in areas including voice banking, distributed ledger and machine learning, as well as a wide array of consulting services. For more information, visit [www.big-fintech.com](http://www.big-fintech.com).

For more information on [conversational applications like FIVE](#) as well as BIG's other solutions, please contact Elizabeth Robins, Director of Product and Customer Success at [elizabeth@big-cu.com](mailto:elizabeth@big-cu.com) or email [sales@big-cu.com](mailto:sales@big-cu.com)

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Kirk Sanders, CIO, VP of IT, University Federal Credit Union