

***CO-OP SPRINGBOARD ENHANCEMENT LEADS INDUSTRY***  
***WITH CROSS-PLATFORM ACCESS FOR CREDIT UNION CARD ISSUERS***

***No Other Card Services Application Offers Springboard’s Level of Seamless Access to Cardholder Accounts***

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**RANCHO CUCAMONGA**,California – CO-OP Financial Services is enhancing CO-OP Springboard, the credit union payments fintech’s proprietary card servicing application. Credit union card issuers can now service a more extensive range of member card accounts, including debit, credit and digital wallet, all from one application, establishing a new benchmark for the industry.

CO-OP Springboard is the only application of its kind available to credit unions. The technology brings together credit and debit account servicing across multiple processing platforms. From a single screen, a credit union employee or CO-OP Contact Center agent can quickly answer inbound inquiries, assisting members in real-time on a variety of fronts. Springboard encapsulates the benefits of CO-OP’s payments technology ecosystem, consolidating credit union work streams and processes into one application interface.

“Payments are the path to primary financial relationships,” said Bruce Dragt, Chief Product Officer for CO-OP. “That means every moment, every touchpoint across the payments experience must be stellar. The need for exceptional experiences certainly extends to cardholder service, which is more critical than ever before given the rise of digital transactions. E-commerce is new for many members. As convenient as they are, transactions from embedded payments, order-ahead apps and buy-now buttons generate questions. Members want fast, clear answers and, where necessary, fast, clear remedies.”

CO-OP’s vision for Springboard is for the application to serve as a point of entry into the powerful payments technology ecosystem the company has been building since 2016. According to Dragt, the approach to Springboard has been iterative and user-focused from the time the technology was acquired in 2017 alongside CO-OP’s merger with longtime strategic partner, TMG.

CO-OP Springboard has since been completely rebuilt on a cloud-native architecture, which enables accelerated development and simple pivots when market realities necessitate fast changes. Each new feature is based on deep user research, designed to address a specific member or credit union problem or opportunity.

“No other payments processor enables this level of seamless servicing on credit, debit and connected digital accounts from a single hub,” said Dragt. “CO-OP’s Co-Creation Council members, who collaborate closely with us to evolve Springboard, confirm our vision that friction-free access to a member’s complete account details across card types is an experience game-changer.”

For more information, visit https://www.co-opfs.org/Solutions/Integrate/Springboard.

**About CO-OP Financial Services**

CO-OP Financial Services is a payments and financial technology company whose mission is ensuring the success of the credit union movement. CO-OP payments solutions, engagement services and strategic counsel help credit unions optimize member experiences to consistently provide seamless, personalized multi-channel offerings, while delivering secure, sophisticated fraud mitigation service. For more information, visit www.coop.org.

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