



For Immediate Release

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### **Carter Credit Union Joins Growing Number of Leading Credit Unions partnering with Ignite Sales to guide members to wise financial choices**

DALLAS, TX January 26, 2021 – [Ignite Sales](#), Inc., the financial industry leader in customer engagement technology, today announced that Carter Credit Union has selected Ignite to provide a digitally engaging experience for their members to ensure quality conversations and understanding of members needs across all channels. Carter has a strong presence in Louisiana, Texas and Arkansas.

Ignite will provide its intelligent, white-labeled, interactive digital conversation guides for Carter Credit Union, to interact with members in branches and digital channels. The service will provide a unique, intelligence driven, conversation to understand and uncover the unique needs of each member to help improve the financial well-being of each member.

Along with the Interactive digitally [guided conversations](#), Carter will have access to Ignite's award winning IQ Analytics portal, providing real-time, actionable data analytics to identify key member preference trends and provide insights into members financial needs. In addition, Carter management will be able to see which branch associates are doing well and which might need coaching to help ensure members' needs are effectively identified and fulfilled. This information will help the credit union develop new online services, improve existing products, and ensure all associates are trained appropriately.

"Ignite is honored to work with Carter Credit Union to help members and businesses fulfill their financial needs both online and in branches" stated George Noga, CEO of Ignite Sales, Inc. "Carter joins the fast-growing elite credit unions who are putting people first during these unprecedented times and providing world-class digital interactions with members."

#### **About Carter Credit Union**

Carter is over 30,000 members strong with assets topping \$450 million and serves people from coast-to-coast. Carter provides retail member services, business lending and commercial deposit services. Carter has made significant investments in systems and people to provide superior services to both retail members as well as business members. Carter takes pride in the level of technology that is offered to members while continuing to provide the "personal" service that members are accustomed to. Carter remains dedicated to the mission of improving the financial well-being of its members and to serving its communities. [www.cartercu.org](http://www.cartercu.org)

## About Ignite Sales, Inc.

Ignite Sales is changing the way retail banks engage with members, service their members and measure the results of their efforts. Using embedded predictive analytics, Ignite's solution discovers and fulfills member financial needs, resulting in more than a 38%+ increase in member [satisfaction](#) and a 100% compliant and consistent conversation. Ignite's patented technology is used by many of the top banking institutions in the country. Ignite is a three-time winner of Barlow Research Associates' Monarch Innovation Award, The Big Innovation Award for Business Intelligence and The Stevie Award for Marketing & Sales Intelligence. Ignite Sales is headquartered in Dallas, Texas. Visit us at [www.ignitesales.com](http://www.ignitesales.com).

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