**FOR IMMEDIATE RELEASE:**

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**Park Community Credit Union Selects the Origence Consumer LOS to**

**Streamline Loan Originations and Enhance Borrower Experience**

*The $1 billion credit union chooses Origence to create lending efficiencies*

*and simplify its loan application process.*

***Irvine, CA – June 24, 2021*** *–* [Origence](http://www.origence.com), the leading lending software technology provider, has partnered with Park Community Credit Union to implement Origence’s Consumer Loan Origination System (LOS). More than 150 financial institutions are leveraging the LOS to drive both loan efficiencies and originations.

As a result of the partnership, Louisville, Kentucky-based Park Community Credit Union (83,526 members, $1.16 billion in assets) is implementing the consumer LOS to bring a modern, streamlined lending experience to their members and staff, and strengthen their marketplace presence.

“As we started our digital-first journey, frictionless full-featured online member onboarding and quick, easy lending to our members was imperative,” said Jason Whitsell, Park Community Credit Union’s chief information officer. “Our goal was to find a lending solution that would create a modern, real-time lending experience that’s both convenient for our members and efficient for our support team.  We believe that we have found that solution with Origence, and we look forward to it being a core part of digital transformation.”

As an industry-leading, comprehensive account and loan origination system, the Origence Consumer LOS offers dynamic features that optimize the entire loan application process, giving credit unions the ability to greatly enhance lending performance and member experience. With Origence, lenders are able to truly set themselves apart in today’s fast-paced lending landscape.

The LOS’ account origination capabilities allows borrowers to open checking, savings, money market and certificate accounts online at any time. With the system’s workflow engine, lenders have a single platform that automates application processing activities across all consumer lending channels.

“Origence is dedicated to improving both the lenders’ user and borrower experience by using innovative technologies that leverage extensive marketplace research, needs, voice of the customer and data driven results,” noted Brit Barker, vice president of enterprise solutions at Origence. “We’re excited to be working with Park Community Credit Union to help them achieve their lending goals, and gain a true competitive edge in the marketplace, by leveraging our consumer LOS capabilities.”

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**About Origence**Origence, a CU Direct brand, provides lending technology that enhances the origination experience to increase loan volume, create efficiencies, and grow accounts. With Origence, financial institutions can provide mortgage, consumer, indirect, and home equity loans with greater efficiency and increased scale while also delivering a convenient and personalized experience to borrowers. Further solutions include, marketing and CRM, auto shopping, outsourced loan processing, and more. Origence is headquartered in Irvine, California. For more information, visit [www.origence.com](http://www.origence.com) and follow us on Twitter and LinkedIn.