**Peoples Advantage FCU Selects The Digital Onboarding Platform To Deliver Personalized Member Journeys**

*Credit union leveraging digital engagement platform through its partnership with Member Driven Technologies.*

**Boston, MA (January 5, 2021) –** Peoples Advantage Federal Credit Union (PAFCU) selected the Digital Onboarding engagement platform through its partnership with Member Driven Technologies (MDT), a CUSO that hosts the Episys® core processing system from Symitar® to provide a private cloud alternative for core processing and IT needs. The credit union will leverage the Digital Onboarding platform to give members guided, digital journeys that make it easy to access financial education and adopt account-related services.

Digital Onboarding helps credit union members activate, adopt, and effectively leverage the financial services available to them. With the Digital Onboarding engagement platform, the PAFCU can automatically send emails and text messages to connect members with personalized microsites. Self-service digital tools will make it easier and quicker for members to pursue their financial education journeys and adopt account-related services like digital banking and direct deposits.

“We help the underserved, unbanked, and no credit population build and fulfill their dreams, and we want our members to leverage all of the services that are available to them,” said Justin Cousins, Vice President of Retail Banking, Peoples Advantage Federal Credit Union. “With the Digital Onboarding engagement platform, we can give our members personalized, guided experiences. As more and more members do their banking digitally, we need a way to build relationships when we are not in a face-to-face environment, and the Digital Onboarding platform is the ideal solution.”

Historically, PAFCU relied on branch staff and email communications to encourage members to educate members. However, the credit union was concerned that members felt overwhelmed by the amount of information being shared, and email communications felt impersonal. By adopting the Digital Onboarding platform, branch personnel can focus more time on building relationships, and members can enjoy guided digital experiences.

“Credit unions play a vital role in helping the underserved, unbanked, and no credit population pursue financial education journeys that help them progress forward,” said Ted Brown, CEO, Digital Onboarding. “We are thrilled to help Peoples Advantage Federal Credit Union make it easier for members to access services that improve their financial lives.”

**About Peoples Advantage Federal Credit Union (PAFCU)**

We are a proud CDFI with a mission to serve our community, specifically members of modest means in the Richmond, Virginia Metropolitan Statistical Area. We educate and counsel members, showing them how to dramatically improve their credit scores so they can pay us less and help our community become financially strong. Our goal is to help to close the wealth gap and provide critical financial services and products, for members and potential members who are not served in the traditional financial market. Learn more about us at [peoplesadvfcu.org](https://peoplesadvfcu.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 and member activation rates. For additional information, visit <https://www.digitalonboarding.com>. For Digital Onboarding media inquiries, contact Laurie McLachlan at laurie@digitalonboarding.com or (617) 921-2916.