**Rio Grande Credit Union Makes It Easy for Members To Fully Utilize Their New Accounts**

Credit union leveraging the Digital Onboarding engagement platform through its partnership with Member Driven Technologies.

**Boston, MA (January 24, 2022)** – [Rio Grande Credit Union](https://www.riograndecu.org/) 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 make it easier for members to adopt digital banking, direct deposits, debit cards, and eStatements.
‍
“Cross-selling to someone that just joined the credit union doesn’t make a whole lot of sense,” said Jeff Cain, Vice President of Marketing, Rio Grande Credit Union. “When someone opens a checking account, it is our responsibility to make sure the member knows how to use the services that are available to them. The Digital Onboarding team gets it, and our shared philosophy was a big driver in inspiring us to adopt the platform.”
‍
The credit union is projecting fifteen percent year-over-year growth in new checking accounts. It is vitally important that members take the steps to fully adopt the account-related services that drive satisfaction, engagement, and longevity.
‍
Rio Grande Credit Union is laser-focused on making it incredibly easy for members to adopt account-related services. The Digital Onboarding platform enables Rio Grande Credit Union’s small marketing team to seamlessly create and measure the effectiveness of digital member journeys without heavy lifting.
‍
“Opening a checking account is just a transaction, and credit unions need to do the work to turn that account opener into a meaningful relationship,” said Ted Brown, CEO, Digital Onboarding. “One of the simplest ways to increase organic growth is by making sure that members are fully engaged. I am thrilled to partner with them.”
‍
The [Digital Onboarding engagement platform](https://www.digitalonboarding.com/) triggers emails and text messages that connect new account openers with personalized microsites. The platform’s digital, self-service tools allow members to update direct deposits and default card payment methods in seconds. The platform also helps members adopt digital banking services and other products that drive cost savings, satisfaction, and primacy.
‍
**About Rio Grande Credit Union
‍**Rio Grande Credit Union is a not for profit financial institution started by the City of Albuquerque employees over 60 years ago. Rio Grande Credit Union serves more than 40,000 members and holds over $500MM in assets. Anyone living or working in Bernalillo or Sandoval County may join. For additional information, visit [https://www.riograndecu.org](https://www.riograndecu.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](https://www.digitalonboarding.com/). For Digital Onboarding media inquiries, contact Laurie McLachlan at laurie@digitalonboarding.com or (617) 921-2916.