**MEDIA CONTACT:**

Augusta Bauknight

augusta@williammills.com

678-781-7214

**Gesa Credit Union Goes Live with Scienaptic’s AI-Powered Credit Decisioning Platform**

*Early results show steep increases in approval rates and automation*

**NEW YORK – Aug. 31, 2021** – Leading global AI-powered credit decision platform provider, [Scienaptic AI](https://www.scienaptic.ai/) today announced that [Gesa Credit Union](https://www.gesa.com/) has completed implementation and is now live on its platform. The deployment enables Gesa to make automated, AI-driven, smart credit decisions while enhancing credit access to members. Using Scienaptic's AI, Gesa automated approvals for more than 50% of auto loan applications, and the approval rate increased by up to 20%. Gesa expects a similar impact for their Visa Card program when it goes live on the platform next month.

Gesa Credit Union is the second-largest credit union in Washington state, serving over 250,000 members around the world. Gesa has a rich history of providing financial services to Washington state and reflects the early-day credit union motto, "people helping people." Through Scienaptic's AI, Gesa continues to add services and products that are convenient, economical and desirable for members.

“At Gesa, we continue to look for ways to provide the necessary products and services to help our members overcome their financial stressors,” said Kevin Willborn, VP of Consumer Lending at Gesa Credit Union. “Deploying Scienaptic's AI-powered credit decisioning platform is another step of our journey to rethink the customer experience and enhance our credit decisioning capabilities, putting members' needs first. Scienaptic's platform is enabling us to auto-approve more than 50% of our vehicle loan applications while increasing overall approvals by 20%. We are confident that in days to come, Scienaptic’s AI will deliver similar business impact for our credit card portfolio.”

**About Scienaptic AI**

Scienaptic is on a mission to increase credit availability by transforming technology used in credit decisioning. Over 150 years of credit experience is embedded in Scienaptic's AI native credit decision platform. Our clients across banks, credit unions, fintech, and other lenders use the platform to constantly improve the quality of underwriting decisions. This enables them to say ‘yes’ to borrowers more often and faster. For more information, visit [www.scienaptic.ai](http://www.scienaptic.ai).

**About Gesa Credit Union**

From modest beginnings in 1953, Gesa Credit Union has grown from a part-time office operating out of a shoebox to the second-largest credit union in Washington State, serving more than 255,000 members around the world. Gesa Credit Union is headquartered in Richland, Washington, and has 18 branch locations and 500+ employees. Gesa has a rich history of providing its membership convenient access to an array of consumer, mortgage, and business products and services. Gesa as a community-chartered credit union continues to experience explosive growth.

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