

SKYPOINT FEDERAL CREDIT UNION INTRODUCES CLICKSWITCH FOR NEW MEMBER ONBOARDING

February 9, 2021, Germantown, Md., – To help new members onboard into their new checking accounts, SkyPoint Federal Credit Union of Germantown, Md., has implemented a new internet-based technology: ClickSWITCH.

ClickSWITCH provides a turn-key account switching solution for credit unions to use with new members. It simplifies a process that, historically, has been complicated and time-consuming. ClickSWITCH allows new members to switch any number of direct deposit payments and automatic payments from their existing checking account to their new SkyPoint account. Additionally, ClickSWITCH can initiate the closing of the member's old account, conveniently tying up any loose ends.

"This service is going to be a game-changer for our new member acquisition efforts," says Gregg Zolkiewicz, SkyPoint's chief operations officer. "As we've seen in the past year with the pandemic, there is urgency to turn as many processes digital as possible to make it easier for our members. ClickSWITCH is an extension of our already robust digital offerings."

To bring ClickSWITCH to new members, SkyPoint has contracted with the originators of automatic account switching. The credit union has implemented ClickSWITCH and is now offering this service to all members. The ClickSWITCH services will also be used by community relations staff as they initiate digital and socially distanced development events.

For more information about SkyPoint, visit www.skypointfcu.org.

About SkyPoint Federal Credit Union

SkyPoint Federal Credit Union is one of the premier financial institutions serving Montgomery County, Md.; Frederick County, Md.; Arlington County, Va.; Alexandria and Falls Church, Va., and the District of Columbia. SkyPoint FCU strives to offer its members a wide array of financial services, supported by the best technology, and offering great value through a member-owned structure.

About ClickSWITCH

ClickSWITCH is a digital account switching solution for financial institutions and neobanks that simplifies the process of bringing new account holders onboard by quickly, safely and efficiently switching direct deposits and automatic payments to new accounts. The company enables financial institutions to make switching easy, capture more deposits, rapidly and consistently gain PFI status and increase profitability. For more information, visit www.clickswitch.com.

Contact Information:

Aaron Gregerson, MarketMatch, 937.856.1399

Debbi Offenberger, VP, Media Director, MarketMatch, 937.673.1257