**Wildfire Credit Union Expands Partnership with Backbase to Redefine the Employee and Member Digital Experience**

*Leading Michigan credit union to adopt Backbase’s Customer 360 Employee Portal to empower employees and optimize member experience*

Atlanta, GA , March 17, 2021: Michigan-based Wildfire Credit Union announces today that it is expanding its partnership with Engagement Banking technology provider Backbase to modernize its employee experience and improve its ability to deliver personalized member services. Wildfire will adopt Backbase’s Customer 360 Employee App, which consolidates a variety of member relationship management lines – including call centers, branch services, underwriters and loan officers – onto one single platform for a unified member experience. The partnership will enable Wildfire’s 180+ employees to shift away from siloed, transactional interactions with members towards relationship-building and engaging dialogues that offer increased consistency, transparency and value.

Backbase’s Customer 360 Employee App empowers Wildfire employees with a comprehensive view of all member interactions through one streamlined hub, allowing them to provide customized communications and solutions while minimizing the number of touchpoints required. By using this technology, Wildfire employees will have the ability to provide faster response times, deepen relationships, and offer relevant products and services that can help members improve their financial wellbeing – all while improving the credit union’s scalability and bottom-line impact.

The adoption of the Customer 360 Employee App builds on Wildfire’s existing partnership with Backbase, which sees it leveraging Backbase’s Engagement Banking platform to drive innovation and unify the member experience across all channels and touchpoints. The partnership is enabling Wildfire to continuously innovate and enhance engagement with its members by phasing out manual or inefficient processes, allowing it to meet member needs with frictionless, personalized banking services.

Mark Schuiling, Chief Technology Officer at Wildfire CU comments:*“As our members’ needs continue to shift, the ability to innovate quickly and pivot towards new digital technologies, channels and features is core to our strategy. Backbase has become a trusted partner and their digital offering aligns closely with our goals, giving us the ability to access cutting edge technology and expertise, and to compete with banks and credit unions of any size. Running on one single platform with a unified architecture gives us the flexibility to meet the changing needs of our retail and business members, and to deliver outstanding service.*

Vincent Bezemer, SVP Americas at Backbase, added: *“Wildfire has a clear vision: Create outstanding, frictionless member and employee engagements across all touchpoints. We are thrilled to expand our partnership and help them bring their vision to life through the power of digital transformation. As they continue their digital modernization journey, we’re pleased to be providing Wildfire with a scalable model that matches its members’ shifting demands both in a cost- and time-effective way.”*

**-Ends-**

**About**[**Wildfire Credit Union**](https://www.wildfirecu.org/)

Wildfire CU is a member-owned, not-for-profit financial institution. Founded in 1937 as the Saginaw Telephone Employees Credit Union, it became Communications Family Credit Union in 1984, and in 2009 it changed its name to Wildfire Credit Union. Our community charter provides membership eligibility to anyone who works, lives, worships, or goes to school throughout the State of Michigan. The vision of Wildfire Credit Union is to build life-long relationships that benefit our members and communities.

**About Backbase**

Backbase is on a mission to transform the broken banking system, so financial institutions don’t just interact — they engage — with the people they serve.

That’s made possible with the Backbase Engagement Banking Platform — powering all lines of business on a single platform, including Retail, SME & Corporate and Wealth Management. From digital sales to everyday banking, the platform’s entire design focuses on a seamless and captivating experience for both customers and employees.

Industry analysts Forrester, Ovum and Celent continuously recognize Backbase’s front-runner position, and over 120 large financials around the world are powered by the Backbase Engagement Banking Platform—including AIB, Barclays, Banamex, Bank of the Philippines, BNP Paribas, Bremer Bank, Islands, Citibank, Citizens Bank, CheBanca!, Discovery Bank, Greater Bank, HDFC, IDFC First, KeyBank, Lloyds Banking Group, Navy Federal Credit Union, PostFinance, RBC, Société Générale, TPBank, Vantage Bank Texas, Washington State Employees Credit Union, Westpac and Wildfire Credit Union.[www.backbase.com](http://www.backbase.com/)

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