

Eltropy Announces Integration with Portico from Fiserv for Enhanced Credit Union Member Engagement

Member sync-up feature allows credit unions to effortlessly pull member data into Eltropy's platform, unlocking valuable insights and a unified view of member interactions

MILPITAS, Calif. — November 8, 2023 — Eltropy, the leading [digital conversations platform](#) for community financial institutions (CFIs), today announced its integration with Portico® from Fiserv, a full-service account processing platform. This integration empowers credit unions utilizing Portico to harness Eltropy's cutting-edge technology, including advanced Text, Video, Secure Chat, co-browsing, screen sharing, and chatbot technology, all consolidated within a single platform.

With Eltropy's powerful technology, credit unions can sync contacts effortlessly, send promotional texts, and engage in personalized one-on-one conversations. The integration with Portico also fosters secure and efficient interactions across crucial credit union departments such as lending, collections, sales, marketing and internal communication—driving operational excellence and member engagement.

Portico offers open architecture and robust features, empowering credit unions to meet evolving member demands while positioning themselves for future success. Eltropy's integration with the Portico core infrastructure enables credit unions and community banks to leverage text messaging and other communication channels directly within their member interface, delivering exceptional member experiences and improving operational efficiencies.

The highlight of the partnership is the introduction of the nightly member sync-up feature, offered exclusively by Eltropy. This sync-up allows credit unions to effortlessly pull member data into Eltropy's platform, providing comprehensive insights and a unified view of member interactions. By integrating member data with Eltropy's Digital Conversations Platform, credit unions enhance member segmentation and drive member satisfaction and loyalty.

"Integrating Eltropy's innovative messaging capabilities into our Portico core banking platform allows credit unions to streamline communication and enhance member engagement," said Vanessa Stock, VP of Product Management & Strategy for Credit Union Solutions at Fiserv. "Messages can now be sent directly from the application, cutting call center wait times and building stronger member relationships."

"This partnership with Fiserv allows us to boost efficiency and improve communication capabilities and security – including two-factor authentication – for even more community financial institutions," said Jason Smith, VP of Strategic Partnerships at Eltropy. "This integration has the potential to elevate member engagement across all channels, equipping credit unions with the tools they need to thrive in today's competitive landscape."

Looking ahead, Eltropy plans to further enhance the partnership by implementing alerts and opt-in and opt-out tracking capabilities. These advancements will continue to equip credit unions with a comprehensive suite of tools to elevate their member engagement strategies and drive exceptional results.

About Eltropy

Eltropy is the leading digital conversations platform for community financial institutions (CFIs). Its [AI-driven communications tools](#) empower CFIs to communicate, automate, improve operations and engagement, and increase productivity across the institution – all while maintaining the highest standards of security and compliance. Using Eltropy’s platform, CFIs can connect with their consumers anytime, anywhere via Text, Video, Secure Chat, co-browsing, screen sharing, chatbot technology, and [integration solutions](#) — all integrated into a single platform. For more information, please visit eltropy.com.

About Fiserv

Fiserv, Inc. (NYSE: FI), a Fortune 500 company, aspires to move money and information in a way that moves the world. As a global leader in payments and financial technology, the company helps clients achieve best-in-class results through a commitment to innovation and excellence in areas including account processing and digital banking solutions; card issuer processing and network services; payments; e-commerce; merchant acquiring and processing; and the Clover® cloud-based point-of-sale and business management platform. Fiserv is a member of the S&P 500® Index and one of Fortune® World’s Most Admired Companies™. Visit fiserv.com and [follow on social media](#) for more information and the latest company news.