

Autotruck Financial Credit Union Chooses Sharetec for Shared Values and Digital Innovation

FOR IMMEDIATE RELEASE - Sharetec, a leading provider of core software and digital innovations, is thrilled to announce its new partnership with Kentucky-based credit union, Autotruck Financial Credit Union (CU). The two organizations' shared values and strong drive to serve members significantly inspired this new partnership.

When Autotruck Financial began its core search, it was experiencing deteriorated product quality and service levels. Despite voicing concerns, the credit union's core continued to make decisions that were not conducive to the success of the credit union and its membership.

As the credit union's search team explored its options, there were two fundamental characteristics the new core needed to have. "We needed to find a partner who is extremely strong in technology, continually cultivating and delivering tools which would allow us to deliver an extremely high-quality experience for our members, and we sought to find a partner who shares our values, who understands why we exist, and who wants to help us deliver wins for our members. We believe that in Sharetec, we have found that partner," stated Jason Pendleton, Autotruck Executive Vice President.

The digital banking momentum continues to build in the United States, with a significant majority of consumers now preferring to manage their finances digitally. This trend, which coincides with a decline in traditional, in-person banking, has been driving credit unions to seek a partner that offers an exceptional digital banking experience. The team at Autotruck is no exception and is most excited about the enhanced digital experience it will be able to provide its membership with Sharetec.

"We believe that [Sharetec's On-the-Go mobile](#) app, combined with all the tools that Sharetec's partnerships with ASA Vault and Larky bring to that equation, will empower us to deliver the high-quality digital experience that our members rightly expect," Pendleton said.

Sharetec's Senior Sales Executive, Jay Malcolm, delved further into the new partnership with Autotruck Financial Credit Union. "Autotruck's management team and board are committed to investing in technology that delivers an exceptional member experience. The leadership and staff are wonderful people and our entire company is enthusiastically looking forward to partnering in the future growth and success of the credit union."

Pendleton concluded by stating, "... Our experiences during this process with the Sharetec team have been top-notch. We believe that in Sharetec we've found not a vendor but a partner, and we are looking forward to plenty of success ahead for the benefit of our members!"

About Sharetec

Sharetec is a leading provider of agile, bold credit union software that improves credit union operations and members' financial lives. Since its inception in 1993, Sharetec has grown steadily, currently supporting nearly 300 credit unions. With five offices nationwide and additional development overseas, Sharetec continues to propel the success of credit unions and achieve the highest levels of customer satisfaction across the United States, U.S. territories, and the Caribbean.