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LEVERAGE and ChannelNet Partner to Transform How Credit Unions Connect with Members

TALLAHASSEE, FL – Credit unions are on the cusp of a transformative revolution in member engagement, thanks to a marketing partnership between ChannelNet, *LEVERAGE*, and Growth by Design. This strategic alliance aims to reshape targeted marketing in the credit union industry, combining cutting-edge technology from ChannelNet and data-driven expertise from *LEVERAGE* with the creative brilliance of Growth by Design's content creators and designers.

"In today's rapidly evolving credit union landscape, personalized experiences are the driving force behind revenue growth and member retention," said Steve Willis, President of *LEVERAGE*. "By understanding each member's unique needs and interests, credit unions can elevate their digital interactions and build lasting connections."

The demand for personalized services has surged, particularly with the post-pandemic shift to digital solutions. To stay competitive, credit unions must harness the full potential of member data, turning it into tailored experiences. The partnership's comprehensive solution addresses this need, focusing on data-driven insights throughout the member's journey.

"We are thrilled to be part of this pioneering partnership that will revolutionize how credit unions engage with their members," expressed Kristi Arrington, Vice President of Growth by Design. "Together, we are confident that our combined expertise will empower credit unions to deliver exceptional digital experiences that leave a lasting impression on their members."

The partnership offers a robust platform to credit unions, relying on Financial Technology (Fintech) and Sales as a Service (SaaS) technology to seamlessly meet members' needs across various digital channels. Even when data is scattered across different systems, credit unions can deliver exceptional experiences efficiently.

"ChannelNet, our newest member of Reseda Group, has a proven track record of providing breakthrough digital solutions for financial institutions of all sizes," said April Clobes, president and CEO of Reseda Group, a wholly owned credit union service organization of MSU Federal Credit Union (MSUFCU). "Partnering with Leverage allows us to help even more credit unions enhance their digital engagement experience and drive more transactions with their members."

The partnership also empowers credit unions to act promptly on valuable opportunities by carefully assessing each lead's potential. In simple terms, this partnership uses technology to learn how members interact with credit union websites, creating personalized profiles for each member. Growth by Design's customized messages and offers provide the personal touch members expect from their credit unions.

For credit unions seeking to stay ahead in the digital age, the collaboration between ChannelNet, *LEVERAGE*, and Growth by Design is the answer. To learn more about how this partnership can assist your credit union, contact us at consult@myleverage.com or call 855-9EXPERT (855-939-7378).

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ABOUT LEVERAGE

LEVERAGE, the Service Corporation for the League of Southeastern Credit Unions & Affiliates, is the business services provider that leverages credit union system resources, relationships, and industry knowledge for optimal performance and sustained growth of its clients and business partners. We work to offer credit unions best-in-class products and services that result in reducing costs, maximizing results, and making the most difference. For more information, visit myleverage.com or follow *LEVERAGE* on [Facebook](#) and [LinkedIn](#).

ABOUT RESEDA GROUP

Headquartered in East Lansing, Michigan, Reseda Group is a wholly owned credit union service organization of MSU Federal Credit Union (MSUFCU). Formed in 2021, Reseda Group helps credit unions remain relevant and competitive by delivering the best products and services to their employees and member-owners through investing in strategic partners that bring innovative technology, digital resources, and credit union industry solutions to market. Learn more at resedagroup.com.