



Tropical Financial Credit Union Integrates ChannelNet's OneClick Financial Personal Experiences in NCR's Online and Mobile Banking

DEARBORN, MI (November 15, 2022) — Tropical Financial Credit Union (TFCU) first launched ChannelNet's OneClick Financial™ on April 14, 2021. Since then, OneClick has been delivering Personal Pages to TFCU's 70,000-plus members through its brand website, resulting in more product and service adoptions. Through a Single Sign On (SSO) integration with TFCU's partner NCR, a credit union's member can now interact with their Personal Page in TFCU's mobile app and online banking.

TFCU wanted to provide each member with contextually rich and relevant personal experiences and expand the channels through which they can learn more about the products and services that TFCU offers. Personal Pages are a dynamic, value-added interactive experience for TFCU's members. Personal Pages are a two-way digital conversation on a personally curated level.

"The OneClick Financial™ platform allows us to showcase the considerable benefits of our products and services and creates a dynamic and personal experience for our members," says Amy McGraw, VP Marketing/Chief Experience Officer of TFCU. "By expanding Personal Page distribution through our mobile app and online banking, we're providing further commitment to our members that we're making it as easy as possible to help achieve their financial goals."

Paula Tompkins, CEO of ChannelNet added, "Members expect more from their credit union than an email blast or direct mail offers. The OneClick Financial platform is perfect for credit unions that want to prioritize engaging their members by providing a unique, data-driven experience for each individual member. Tropical Financial Credit Union is a pioneer and by expanding the communication of members personal experiences through their mobile app and online banking, they are furthering their ability to drive more loyalty. Credit unions need to accelerate their digital transformation. The OneClick Financial platform helps members navigate life events, gain financial education, as well as understand and determine which products and services best meet their needs."

OneClick is a data-driven, digital engagement platform, designed to make communication between financial institutions and their accountholders relevant and meaningful while being cost effective and automated. It also provides a trove of data to better target individual accountholders. OneClick's Personal Pages are just one example of the relevant products and services that OneClick provides to generate highly qualified leads and deepen member engagement.

ABOUT CHANNELNET

ChannelNet is a SaaS leader and pioneer in delivering member engagement and retention via web-based and mobile solutions that work across sales and service channels. Using its patented member engagement platform connects credit unions with their members to engage, inform and learn about financial products and service. Based in Dearborn, Michigan, ChannelNet is a privately held company founded more than 35 years ago. More information is available on www.channelnet.com or follow us on Twitter [@ChannelNet](https://twitter.com/ChannelNet) and [LinkedIn/ChannelNet](https://www.linkedin.com/company/channelnet).

About Tropical Financial Credit Union

Based in Miramar, Florida, Tropical Financial Credit Union is a not-for-profit financial institution whose deposits are federally insured. Anyone who lives or works in Miami-Dade, Broward, Palm Beach, Martin, St. Lucie, Lee, Collier, Hendry, and Sarasota Counties is eligible to join. Tropical Financial Credit Union formed in 1935 by employees of the former Southern Bell with just a few hundred dollars and has grown to \$1.0 billion in assets as of June 30, 2022. For more information, visit www.tropicalfcu.com.

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