



## CHANNELNET

### **ChannelNet is a proud Sponsor of Corelation's 10<sup>th</sup> Annual Client Conference September 21-22**

**DEARBORN, MI (September 2021)** — ChannelNet is proud to be a sponsor and exhibitor at Corelation's 10<sup>th</sup> Annual Client Conference that will take place at the Grand Hyatt San Diego September 21-22. The conference will be a mixed in-person and virtual event with at least 400 in-person attendees and even more virtual attendees.

"We're excited to be part of the Corelation Client Conference," says ChannelNet CEO Paula Tompkins. "ChannelNet has been a long-time Corelation partner, serving the digital engagement needs of credit unions. It's a great opportunity to share our OneClick Financial platform and demonstrate how we can help deepen personal relationships and engagement with credit union members." Today ChannelNet works with 5Point FCU and Pyramid FCU; both use Corelation as their core provider.

OneClick Financial is a data-driven, digital engagement platform designed to generate a one-to-one dialogue between financial institutions and their customers and members. OneClick Financial begins collecting behavioral data as soon members create their Personal Web Pages (PWP). The OneClick Financial PWPs cross-sell relevant products in an omnichannel environment. OneClick integrates with social media and video, as well as provides educational content, establishes meetings with banks or credit unions' specialists either online or in person, and gathers feedback with the sole aim of generating high-quality leads that power expanding ROI. This powerful platform enables financial institutions to deliver a targeted personal experience that encourage relationship growth while creating consistent, positive interactions.

#### **About ChannelNet**

ChannelNet is a leader and pioneer in delivering customer engagement and retention via web-based and mobile solutions that work across sales and service channels. Using software-as-a-service (SaaS), its patented member engagement platform connects banks and credit unions with their customers and members to engage, inform and learn about financial products and services. The privately held company, founded more than 35 years ago, is based in Dearborn, Michigan.

More information is available on [www.channelnet.com](http://www.channelnet.com), [www.oneclickfinancial.net](http://www.oneclickfinancial.net), or follow us on Twitter @ChannelNet and LinkedIn: ChannelNet.

#### **About Corelation**

Since 2009, Corelation has been driving innovation in credit union core processing. Their KeyStone core solution leverages state-of-the-art architecture with the bold goal of transforming the way credit unions operate. KeyStone features a person-centric design, intuitive display, open architecture, and the most advanced programming tools available. KeyStone serves the complex needs of credit unions today while positioning them for the changing needs of tomorrow. Additional information is available at <https://corelationinc.com/>

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