



CHANNELNET

## **Paula Tompkins, ChannelNet, CEO and Founder will be speaking at NCUMA General Conference November 6-10<sup>th</sup>, 2021**

**DEARBORN, MI (November 2, 2021)** — ChannelNet is honored to be speaking at the NCUMA conference for Credit Union CEOs, Board of Directors, Committee Members, and Senior-level decision-makers that will take place at the Grand Wailea Resort in Maui, Hawaii.

"We're excited to be part of the NCUMA Conference," says ChannelNet CEO Paula Tompkins. "ChannelNet has been associated with credit unions and as an NCUMA partner, serving credit union's digital engagement needs. It's a great opportunity to share some insights into the digital financial area. How credit unions can create an accountable sales culture and how adopting agile business practices can put a CU at the right place at the right time to engage with a member and generate leads and ROI. With the OneClick Financial platform, we can demonstrate how we support deeper personal relationships and engagement with credit union members."

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 PWP 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 encourages 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 [channelnet.com](http://channelnet.com), [oneclickfinancial.net](http://oneclickfinancial.net), or follow us on Twitter [@ChannelNet](https://twitter.com/ChannelNet) and LinkedIn: [ChannelNet](https://www.linkedin.com/company/channelnet).

### **About NCUMA**

NCUMA Conferences are explicitly designed for CEOs, Seasoned Directors, New Directors, Vice Presidents, COBs, Supervisory Committee Members, Treasurers, Senior Management, Vice Chairmen, Marketing Directors, Operation Executives, and Consultants. NCUMA conferences and seminars help build and sustain thriving credit unions with three essential tracks of information: "Inside, Outside and Beyond."

- Inside Your Organization: Leadership, Volunteers, Policies that Foster Internal Harmony and Excellence in Member Services
- Outside Your Organization: NCUA Updates, Membership, Growth and Retention, Security & Fraud Prevention
- Beyond the Credit Union Industry: Technology, Economy, Cultural & World Issues

Each conference investigates a fresh avenue of topics directly impacting Credit Unions that intend to thrive, not just survive. Added value is delivered with the built-in structure of sharing management concepts and peer group experiences fostering collaborative networking within the Credit Union industry. Additional information is available at <https://www.ncuma.com/>

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