

Integrating Digital, Payments and the Core

With many credit unions having to close their lobbies during the pandemic, our credit unions have certainly seen a significant boost in usage of their online and mobile channels. Our digital products such as NSHome, NSMobile, NSJoin, and NSLoan having been working overtime as they allow members to conveniently and quickly apply for membership or loans and check their financial services directly from any smartphone, tablet, or home computer. Our in-house support team has worked around the clock to ensure that we have the capacity and uptime to meet these increased demands brought on by the pandemic. For our clients that use other best-of-breed digital providers, we provide our API-NS3 to make integration easy. We have also seen audio use skyrocket – telephone banking is not going anywhere, and is actually getting more sophisticated and intuitive, especially when you consider audio options like Alexa that can provide financial info and alerts.

Members submitting checks via Remote Deposit Capture has also seen impressive growth as a result of the pandemic. We are seeing more interest in CUs offering RDC for small businesses as well. Whether it is RDC, bill pay, RV loans, or any other hot trends, we want to make it easy for our clients to market their products and services. That is why we have partnered with Deep Target to integrate their software into our NewSolutions core system. It uses multiple channels (online banking, web, email, mobile, etc.) for cross-selling to help grow member relationships and generate much-needed income for the CU.

Texting is a communication method that is booming right now. In response to this demand, we developed a new add-on service, NSNotify, that takes our clients' NSHome and/or NSMobile member alert notifications to the next level. Member alert notices, which are set to email a CU's members when certain or special criteria occurs on their accounts such as "checking account balance less than \$100" or "a new deposit was made to your share draft," are available to send via SMS text messaging, voice mail, and/or as a push notification via the optional NSNotify module. Our clients tell us that their members enjoy the added flexibility, speed, and new way to stay on top of their finances with this service, especially during these difficult times.

As for payments, our ACH origination and credit/debit card programs are growing by leaps and bounds. The benefits of using ACH are well known: low cost, speed and efficiency. However, in-house credit card programs can be a bit more complex. Certainly for some credit unions, outsourcing may be the right option, but at Share One we recommend that our clients run our card processing solution. That is because we make it possible to operate a card program without the need for staffing a large department or paying a 3rd party exorbitant fees to manage the process for them. Without a doubt, managing in-house credit cards offers the flexibility and control that credit unions desire, particularly when it comes to marketing and access to member spending data. Whether it is handling various payment options or using digital channels, we are always striving to make it easier for credit unions to deliver great service to their members by putting the right tools in the hands of their team.



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Teri Van Frank is President/CEO of Share One, Inc., a CUSO headquartered in Memphis, Tennessee, and one of the fastest growing core processing vendors in the current marketplace. Share One has served the technology needs of the credit union market for four decades progressing through the years with several other names and owners with Teri remaining a loyal employee for over thirty years. Her experience has progressed throughout the changes and includes general operations, communications, customer service, internet services, customer training and education services, product design, testing and quality assurance, human resources, payroll, benefits administration; and contract administration. Teri's focus remains delivering personal service, along with collaborating and building solutions to help Share One credit union clients efficiently serve their members.