

Two Sharetec Credit Unions Share Success with Eltropy



Leading Credit Unions into the Digital Revolution, Eltropy uses their world-class digital communications platform to help Credit Unions improve operations, engagement, and productivity. Teams across the entire Credit Union can leverage Eltropy's award-winning, secure and compliant Text Messaging platform to increase member engagement, as well as relevant insight via Analytics.

Sharetec Credit Unions like Harvester Financial Credit Union and Platinum Federal Credit Union have utilized Eltropy's digital communication services to provide their members a variety of opportunities through lending, sales, marketing, IT, contact center, collections, reviews, and more.

Kabir Laiwalla, CEO of Platinum Federal Credit Union, comments, "The platform for Eltropy is much better and user friendly compared to our last provider. The overall layout of the system is very pleasing to the eye and very simple to navigate. When you dive into the main messaging area you can easily start a conversation with a member or open a new message."

"We went live with Eltropy in June of this year. The adoption by the members has been quick and successful as we immediately started getting text messages on a variety of issues, including inquiries about obtaining a loan. We have seen the usage go up each week since implementation," comments Jason Ford, President/CEO of Harvester Financial Credit Union.

Ashish Garg, founder and CEO of Eltropy, comments, "Eltropy shares many of the same values with Sharetec, including the commitment to create products that meet the needs of the entire ecosystem of Credit Unions, regardless of size. As we continue to increase our footprint in the industry, we look forward to working with Sharetec to achieve our scaling goals."

"Eltropy is a great partnership for Sharetec because it allows our Credit Unions the power to connect with their members and stay competitive in a world where quick service is so important. This platform is easy to use and comes with so many benefits: workflows, automations, compliance and security all in one," comments Carrie Heck, Regional Director for Sharetec.

Overview

Eltropy helps credit unions communicate with their members through digital communications.

Problem

Sharetec Credit Unions want a simple to use platform that allows them to engage with their members through text messaging.

Solution

Sharetec and Eltropy partner to provide members world-class digital communications.

Results

- User Friendly and Secure
- Open Communication with Members
- Increase in Member Engagement
- Improve Operations and Productivity

About Eltropy

Eltropy enables FIs to digitally engage in a secure and compliant way. Using our world-class digital communications platform, CUs can improve operations, engagement and productivity.