

# CU Enrolls 75% of New Members Online



## Overview

A simple and accommodating enrollment process means members are more apt to open an account with your credit union. Sharetec's Online Member Services facilitates new member enrollment and provides a channel for new shares and loans to be opened by existing members – at any time, from anywhere. Your membership, deposits and loans will increase, even on holidays. Online Member Services validates identity, providing a secure solution and reducing fraud in the online application process.

Planites Credit Union (PCU) has been utilizing Online Member Enrollment for many years and has had great success enrolling members online, and in return, provides maximum efficiency to their staff members.

Online Member Enrollment allows PCU's new members to enroll and existing members to open new accounts and apply for loans – at anytime from anywhere. In addition, security is enhanced by validating identification and reducing fraud via its secure application process.

PCU analyzed a number of data points from the membership, and evaluated the ways members are joining the CU. The results showed **75% of new members were onboarding remotely** using this technology.

According to Danny Valkanos, President of PCU, "The online member module has significantly increased our new membership drive. It makes joining the credit union quick and effortless, mainly because you can do it from the comfort of your home. Lastly, it has greatly reduced paperwork here in the office." Additionally, Sharetec has provided PCU with a secure and efficient ID Verification method. They now have the ability to perform online security checks.



## Problem

Planites CU is located on the 14th floor of a high-rise building in downtown Chicago. The CU serves members across the state of Illinois covering 300+ miles from this one office. The CU wanted to use technology to service members rather than build branches.

## Solution

With Sharetec's Online Member Enrollment, Planites CU can offer non-members online enrollment & loan applications, and give their existing members the ability to open new share and loans.

## Results

75% of new members now onboard remotely.

## Benefit

Online Member Enrollment increases new membership drive and makes joining the credit union simple and more efficient for staff.

## About Planites CU

Founded in 1955, PCU currently serves employees of HCSC, FDL, Hallmark, Dental Network and all other subsidiaries and affiliates of HCSC, and their family members.