



Patelco Credit Union Wins Innovation Award From CU RateReset

Credit Union Recognized for Utilizing CU RateReset LoanGen As An Omni-Channel Solution To Improve Member Satisfaction

PLEASANTON, Calif. – June 21, 2018 — Patelco Credit Union was recently selected by CU RateReset as one of its 2018 Innovation Award winners for its creative and innovative use of the CU RateReset LoanGen Solution. Leveraged as a member-facing solution by Patelco across all its support channels, the program empowers members to select the best loan option that aligns with their personal financial goals and wellbeing.

“At Patelco Credit Union, the collaboration with CU RateReset and its LoanGen solution has made the entire lending experience more efficient for team members and members alike,” said Patelco’s President and CEO, Erin Mendez. “This efficiency has not only increased loan retention, it also offers a favorable experience for the members who take a proactive role in managing their personal finances.”

“We recognized Patelco for their imagination and fearless drive to improve the member experience regardless of the delivery channel those members opt to use,” said Joe Brancucci, President of CU RateReset. “For this reason, Patelco was a clear choice to join the limited ranks of those credit unions cited by CU RateReset for the Innovation Award.”

Since its implementation, Patelco has significantly enhanced the member lending experience while improving the overall quality of the loans requests submitted, resulting in higher approval and funding levels across the membership base. This was achieved by implementing the LoanGen tool across all its member support channels, not just as a digital tool. Members can now stay informed and understand how respective loans at Patelco or other financial institutions compare — no matter if they are online, on the phone or in a Patelco branch.

About Patelco Credit Union

Pleasanton, Calif.-based Patelco Credit Union is a not-for-profit credit union committed to serving the financial health and well being of its membership. With more than 330,000 members primarily in and around northern California, Patelco is committed to fueling hope and opportunity for its members by offering personalized solutions, advice, and expertise that empower them to achieve personal financial freedom. Founded in 1936 with \$500 in assets by employees of the Pacific Telephone and Telegraph Company, Patelco is in the top one percent of U.S. credit unions with more than \$6 billion in assets. For more information, visit <https://www.patelco.org/>.

About CU RateReset

CU RateReset is a CUSO that offers award-winning products that allow the member to be in control of what have historically been routine administrative tasks that are time consuming for both front line and support staff. Both Reset Auto and Reset Mortgage, products successfully tested and adopted in the market, allow a member to reset the term of an existing auto loan, personal loan or mortgage based on credit union criteria. The software promotes loan retention at a very low cost, and provides a member with a favorable view of the member advocacy of the credit union. The Digital Pre-Approval Solutions make it simple and fast for a credit union to acquire or recapture member automobile loans, mortgage loans, personal loans and credit cards. For more information on CU RateReset visit <http://www.CURateReset.com>.

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