



INDIRECT LENDING

Digital engagement turning indirect members to PRIMARY members

From Indirect to Primary

Fast auto loan approval and funding have helped develop close relationships between dealerships and credit unions. But that new member often doesn't feel the warmth of that brilliant service, as all too often, indirect loan recipients are one-and-done members. Unfortunately, converting indirect members into engaged members has been difficult.

The focus is to help drive indirect members to be a more primary member. Oftentimes when the new member leaves the dealership, they are not even aware they are now part of a credit union or aware of what the credit union has to offer them when it comes to their financial wellbeing and journey. The goal is to give credit unions a unique way to have an engaging digital conversation at various touch-points after they become a member.

Credit unions need to make a personal connection with single service members to spark them to take the next step and open additional products and services.

- > How do you do that?
- > What message will resonate with the indirect member about becoming a part of the credit union?
- > How can the credit union best relay what it can offer to an indirect member?
- > How do you - the indirect lender - connect with the indirect member through digital channels?



"Ignite has the key technology components we sought and provides us valuable operational insight. In addition, they have a genuine interest in helping ACUSI reach our goals." Tommy Cobb, President, ACUSI

Boost Member Growth

Ignite Sales provides credit unions with member engagement technology that transform every branch, self-serve and contact center channel into engagement experts. The dynamic digital dialogue engagement platform is driven by expert systems, decision tree science and art. The focus of the guided dialogue is to discover needs and perfectly match those needs to the right solutions that your credit union offers. The Ignite technology guides, ensure a consistent, relevant and compliant engagement with all members and prospects.

Start providing guided conversations through digital channels and contact centers to take indirect members to primary members of your credit union. Engagement that give the new members accesses to your credit unions culture, offerings and ability to help them in ways only credit unions can. Identify their potential financial needs and wants including present and future goals such as retirement or a home purchase.

These guides can be included in self-service portals, e-mail campaigns, texting, and more for ease of starting the engaging conversation with indirect members. The member can adopt recommended products and services through a self-service portal (for example: online account opening systems) as well as in any branch or contact center. Get started by calling or emailing a specialist today.

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