

## ENT CREDIT UNION UTILIZES LOW-CODE TECHNOLOGIES TO IMPROVE AND ENHANCE MEMBER AND EMPLOYEE EXPERIENCE

Ent Credit Union is a not-for-profit, community-chartered credit union focused on improving the financial life of all Coloradoans. As a leading credit union in the state, the company has over 388,000 members and more than 35 service center locations.

FINANCIAL SERVICES

388,000 MEMBERS

\$6.9B AUM

### PROJECT HIGHLIGHTS

3 months of deployment

875 users across the company's various teams

A unified IT ecosystem of Creatio solutions, the core banking system, document storage, and CTI system

### CHALLENGES

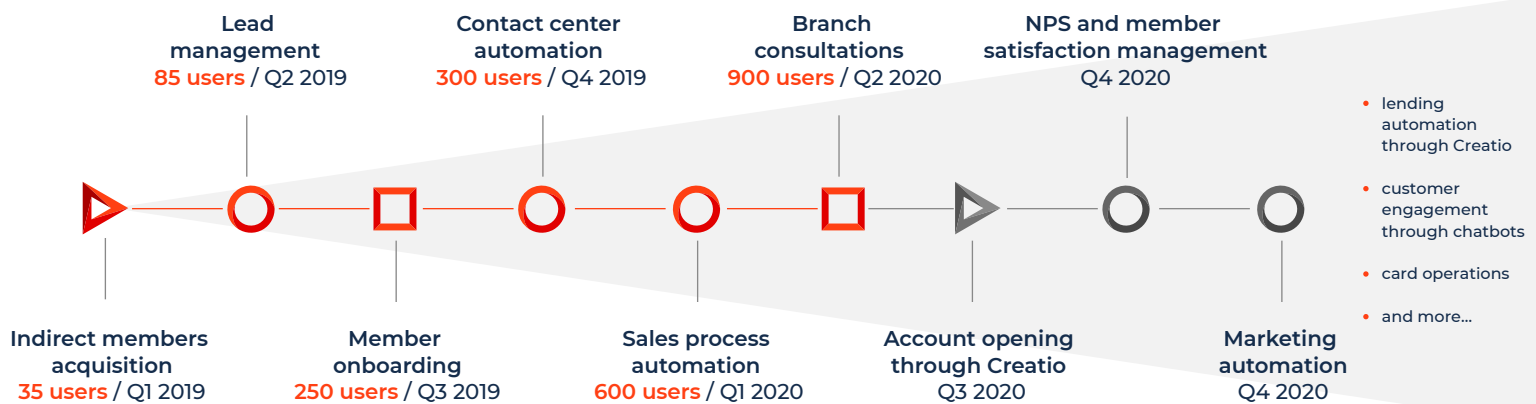
Ent Credit Union had an aspirational plan to expand in the Colorado region. Being highly dedicated to its members' experience, Ent Credit Union was also looking for the solutions to improve member and employee communication. The company wanted to deepen member relationships and increase the level of engagement of those who joined Ent Credit Union as a result from third-party sales. To this end, Ent aimed to deploy a next generation CRM software. The company required a flexible and nimble system to be able to evolve as the company's needs change.

#### Ent Credit Union required the following:

- A highly scalable system to support dynamic business growth
- Robust tools for large-scale customer-facing processes automation, from lead automation and B2B sales to teller automation
- Effective tools to maintain a high level of customer engagement including advanced complaint ticketing system and omnichannel communications solutions that support both text and chat functionality
- A rapid system deployment with a minimized impact on the company's IT team workload

# SOLUTIONS

Creatio helped Ent Credit Union to meet two core business needs: managing business banking relationships effectively and improving onboarding of indirect members. Deployed in just 3.5 months, Creatio has served Ent as a first-class tool to centralize member information and automate sales and lead management processes.



Ent Credit Union is expanding Creatio's out-of-the-box functionality with tailor-made solutions to meet specific credit union needs, including tools for customer support interactions, personalized marketing, and more. This helps to create transparency with the members and ensure that Ent continues to understand and meet their needs. Creatio's configurability and scalability enables Ent Credit Union to scale the platform across various departments and accelerate business growth and operations across the entire organization.

“Ent Credit Union’s vision for Creatio is to create a unified interface to aggregate the key client-centric operations within single solution, increasing productivity of our employees, and boosting member experience. Ent Credit Union enjoys low-code capabilities of Creatio and ability to empower the users to focus on members instead of navigating through outdated screens.”

Amy Krasikov, Director of Engagement Systems



## Learn more about Creatio solutions Ent Credit Union benefited from

SALES

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MARKETING

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Marketplace

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