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Advia Credit Union proudly announces partnership with Newgen – expanding digital account opening convenience in Spring of 2020.

Parchment, MI– Advia Credit Union is very excited to announce its partnership with Newgen Software, Inc. as part of ongoing efforts to provide digital transactional convenience for its expanding membership.

In late Spring of 2020, Advia will introduce a new digital account opening experience that leads consumers through the entire process of ID validation to account funding. This enhanced system is anticipated to greatly improve the overall experience for Advia’s new members while also speeding up the time it takes to open accounts. The technology will be utilized as well for in-branch account opening delivery within Advia’s 30+ branch network throughout Michigan, Illinois and Wisconsin.

“At Advia, we are committed to delivering financial advantages for our members, and this is a perfect example,” said Joli Hensley, Manager of Digital Channel with Advia. “Not only will this enhanced system provide the ease and convenience our members are looking for, but it also allows expanded capabilities with regard to moving money in a secure digital channel,” said Hensley. “This will allow members to open their new account online in approximately 5 minutes. Within our branch network, our goal is to cut account opening time in half, providing more time for our member service team to get to know the member and identify other ways to improve their financial well-being. It will truly offer the omni-channel experience we want to deliver,” Hensley went on to say. Advia anticipates opening approximately 1,000 new accounts monthly via this system, outside of member accounts originated through external channels such as indirect partners in its tri-state region.

Newgen representative Asif Khan added, “Newgen is proud to partner with Advia Credit Union to help them drive efficiency and enhance member experience through their digital transformation initiatives from member onboarding to lending to member servicing. Advia will be relying on Newgen’s high-velocity digital automation platform, especially leveraging its low code process automation functionality, to address their current and future business needs with speed and efficiency.”

About Advia Credit Union - Advia Credit Union’s mission is to provide financial advantages to its members. With over \$2 billion in assets, Advia seeks to provide quick and easy access to money and time-saving financial tools to nearly 170,000 members in Michigan, Wisconsin and Illinois. Advia’s team of nearly 600 professionals delivers excellent service and innovative products at over 30 locations and via digital and mobile platforms. Advia is guided by its core values: driving progress, acting with integrity, building and strengthening relationships, and keeping people at the core. Visit adviacu.org to learn more about how Advia provides Real Advantages for Real People™.

About Newgen Software Inc. - Newgen Software Inc. is a global provider in banking process automation with more than 200+ banks and financial services institutions as its clients. Newgen’s banking process management framework automates critical business processes for banking institutions across commercial lending, consumer lending, customer on-boarding, online account opening, trade finance, digital and mobile customer experience strategy. Newgen offers flexible on-premise and cloud-based solutions to its banking customers. To know how Newgen is connecting enterprises and transforming experiences, visit www.newgensoft.com. Follow Newgen on [LinkedIn](#) and [Twitter](#) and watch informative videos on [YouTube](#). Contact Asif Khan by email at asif.khan@newgensoft.com.