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## 80 Credit Unions Add New Ser Tech Campaigns & Services

*Financial institutions take advantage of Fetch Marketing & Flitter*

**DALLAS, August 28, 2019** - Eighty financial institutions added new campaigns and services from Ser Technology's Fetch Marketing and Flitter programs for their marketing and credit services needs.

With competition increasing and a possible recession looming, financial institutions are choosing Ser Tech's Fetch Marketing campaigns to bring in new loans in a smart, efficient and effective way, stretching their marketing dollars further and helping them reach more consumers as other lenders turn them away.

Ser Tech's Fetch *Predictive* Marketing programs employ customer and credit bureau data to identify qualified consumers who are most likely to be in the market for a loan based on the credit criteria of the financial institution. "Our company will work with your staff to create a professionally designed, customized offer and deliver it via direct mail, email or home banking," Ser Tech CEO Shana Richardson explained. "We believe in the power and value of targeted marketing, and we're glad to see so many credit unions are as well, particularly as others are backing away from lending."



Shana Richardson - CEO  
Ser Tech

Ser Tech's Fetch *Responsive* Marketing program, Triggers, monitors consumers and prospects on a daily basis who are actively shopping for a loan in the marketplace. Through Ser Tech's partnership with Equifax, clients are alerted of this activity and can immediately offer a loan via an email or letter for those creditworthy candidates.

Ser Tech's Flitter program integrates with the financial institution's home and mobile banking network in order to provide their customers with real FICO® Scores – not educational scores – and credit education to help improve their credit standing. "A large percentage of all lending decisions rely on the FICO® Score," Richardson continued, "and consumers believe it is important to see the actual credit score used by lenders."



### SerTech

*Ser Tech is a financial technology services company that leverages credit data to help clients target consumers to generate new loans, provide actual FICO scores and credit education for consumers, and identify, measure and manage portfolio risk and opportunity through comprehensive loan management. Ser Tech is headquartered in Dallas, serving more than 3,000 credit unions since 1994.*