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Ser Tech Flitter Drives Results, More Credit Unions Sign-Up

Engender trust and engagement by giving members real FICO scores

DALLAS - As Ser Tech's Flitter Credit Network continues to expand its service offerings, it is demonstrating results that have more credit unions jumping on board. Flitter offers members FICO® Scores, credit education and loans through their financial institution's online and mobile banking platforms.

"We wanted to help members manage and maintain a healthy financial lifestyle, and they expect their financial institutions to provide the tools, service and information for that," Tony Hildesheim, chief information officer at \$4.8 billion Redwood Credit Union in Santa Rosa, Calif. "Ser Tech's Flitter allows us to do that for our members."

Ser Tech developed the Flitter product in partnership with Hildesheim and Redwood, as well as FICO, to ensure it met community financial institutions' needs. Redwood Credit Union services 344,000 accounts, including joint accounts, of which 190,000 are active in its online and mobile offerings. Of those, 112,000 members now have access to Flitter, which garners 63,000 user views per month by 24,000 unique members.

"Flitter was designed to help consumers better understand their credit situation, which affects loan approvals and pricing," Ser Tech CEO Shana Richardson explained. "It also helps credit unions and community banks to more closely engage with consumers and serve as a trusted partner in their financial lives."

More credit unions are seeing the value, too. The \$3.4 billion TDECU in Lake Jackson recently signed on for Flitter earlier this year. Check out our webcast on their experience, here!

"More and more consumers are paying attention to their credit scores," Hildesheim said. "The members really appreciate it."

Redwood CU already takes advantage of Ser Tech's ProAct, which monitors credit risk across the financial institution's loan portfolio and provides data for CECL compliance. Hildesheim appreciates Ser Tech's client care and products, "so it was an easy decision for us to add Flitter. We have the capability in house, but we decided at their price point to go with Ser Tech because it has the expertise in this space."



Ser Tech offers Flitter as a single sign on and handles the heavy lifting, or allows the financial institution to manage it themselves, which Redwood does, so the credit union can control the experience. In addition, implementation was "super easy," Hildesheim added.

Ser Tech partnered with FICO to build the Flitter Credit Network. "With more than 200 financial institutions participating in the FICO® Score Open Access program, we can clearly see that those that partner with Ser Tech have really smooth program launches," said Jenelle Dito, director at FICO. "We are always excited to work with a credit union that utilizes Ser Tech, because we know it will be a success."

Ser Tech

Ser Tech is a financial technology services company that leverages credit data to help clients target consumers to generate new loans, provide 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.