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## Ser Tech Adds 11 New Clients

DALLAS – Ser Technology, a financial technology services company that leverages credit data to help financial institutions’ grow loans, manage risk and comply with CECL, recently signed 11 new credit unions.

[Flitter Credit Network](#), one of Ser Tech’s newest products, was added to the \$4.4 billion Redwood Credit Union and the \$904 million S.F. Police Credit Union portfolio of member services. Flitter is an online platform that integrates with financial institutions’ home banking network to provide FICO Score Open Access and credit education to members.

The \$327M Agriculture FCU, \$290M Central Willamette Community CU, \$9M First Pace CU, \$27M Marathon County Employees CU, \$63M Muskegon Co-op FCU, \$350M Navigator CU, \$119M Polish-American FCU and \$169M Rivertrust FCU all signed on for [Ser Tech’s Fetch Marketing Program](#). Fetch Marketing allows credit unions to set dozens of parameters to target the members they want with the loan products consumers want when they want them through direct mail or digital means.

Ser Tech also offers [Protect Analytics](#), which the \$67 million Avista Credit Union signed on for to help manage its loan portfolio with analytics, reporting and calculations to grow, protect and comply.



“We have been working with credit unions since 1994. It is rewarding to continue our growth trajectory in a highly competitive financial segment,” Ser Tech CEO Shana Richardson said. “From the tried-and-true Fetch Marketing programs that use predictive analytics to hone in on consumers when they’re ready to borrow to our newer Flitter Credit Network that provides real FICO credit scores and credit education to consumers, we know that Ser Tech is really making a difference for our clients in service to their members. That’s our goal.”

Richardson continued, “When I look at each of these credit unions, I see diversity – by geography and by asset size. Ser Tech’s products are intended to be economical for the credit unions like \$9 million First Pace CU, yet scalable for \$4.4 billion Redwood Credit Union.

Fetch Marketing is customizable, so whether you operate in the Pacific Northwest or Michigan or Mississippi, credit unions can run high-ROI campaigns with us.”



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*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.*