eltropy

meridianlink®
connecting you to better

MYCU: Dear Rob, Welcome to MyCU. Your Account is now active. Reply HELP to know what your account can do.

Reduce Friction in Account Opening with Eltropy + MeridianLink

Eltropy and MeridianLink join forces to enable financial institutions communicate seamlessly with applicants in real-time, resulting in more completed applications. With application tracking integration, financial institutions have the ability to see up-to-the-minute progress for each applicant. Eltropy integrates with MeridianLink's Account Opening technology suite to streamline digital experience.

With these combined solutions, Credit Unions can now

- Increase account opening with seamless 1:1 Text Conversations within the MeridianLink environment

- Stay complaint by auto-syncing Text history to MeridianLink

- Add secure chat, video, audio and co-browse text interaction instantly as needed to help customers with the account opening process from a single dashboard

- Collecting and syncing documents to AOS via Eltropy's uniquely trackable, secure links

- With Eltropy Texting and MeridianLink Account Opening Integration, Reduce application drop-offs by Automated "Pizza Tracker type alerts based on milestones

- Seamlessly halt conversation sync based on the application status

- Seamlessly send documents for E-Signatures to Members

and much more!

Studies among financial institutions have shown that recent abandon rates for online banking applications have averaged out to about 97% . With Eltropy + MeridianLink Account Opening, **reduce high drop-off rates and application abandonment rates.**

Benefits

Effortless Account Opening with 1:1 Texting and Text Alerts
With a 98% open rate and only 3 mins to respond, Texting is the new way to stay in touch with members & customers throughout the account opening process.
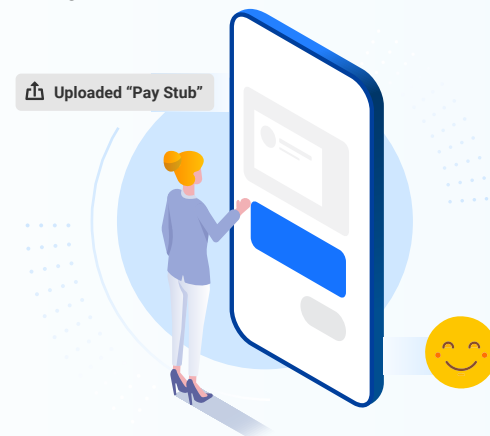
Reduced Churn
Elimintate the need for Members to visit the branch to submit a document

Increased Revenue
Retarget and convert incomplete applications and generate more revenue

Better Consumer Satisfaction
Support multi-channel digital experience and send Text notifications when the consumer starts an application
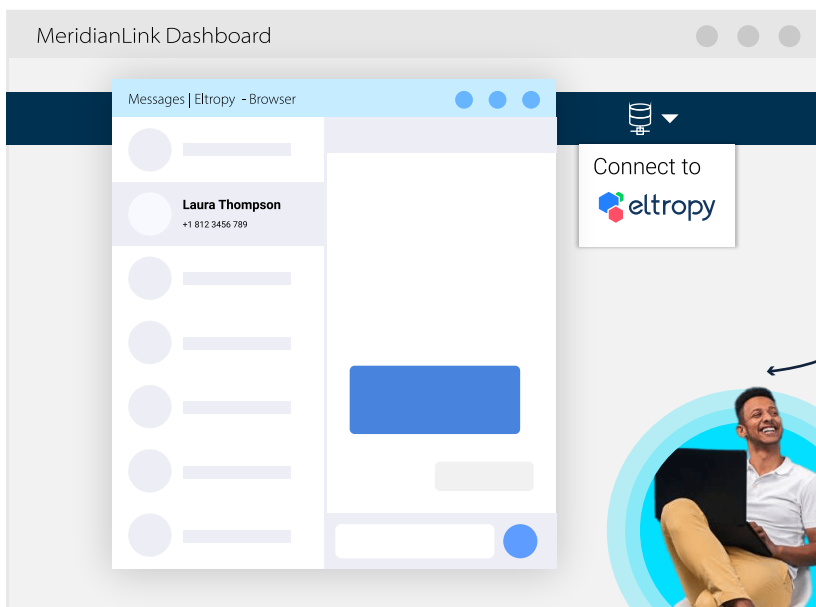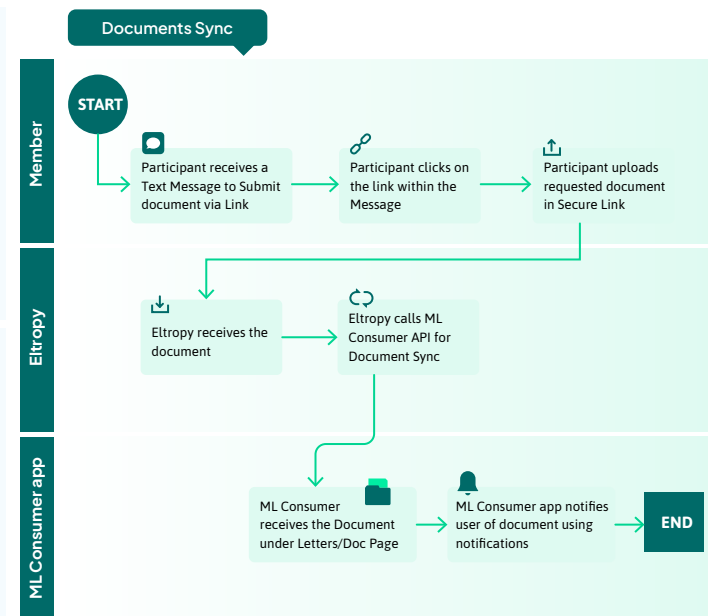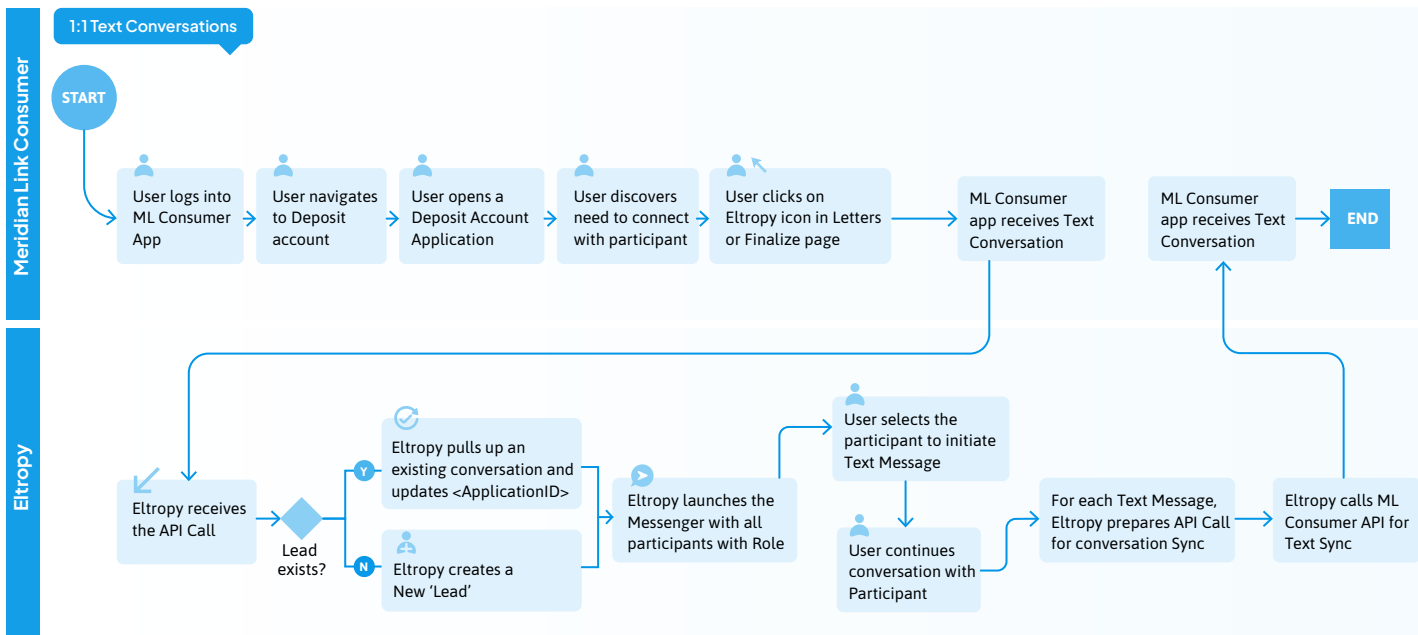
Uploaded "Pay Stub"

> *MeridianLink and Eltropy coming together under one platform is like having your right hand and left hand working at the same speed, on the same page, in the same book. It was our top priority at Natco to make this integration successful and Eltropy made it really simple.*

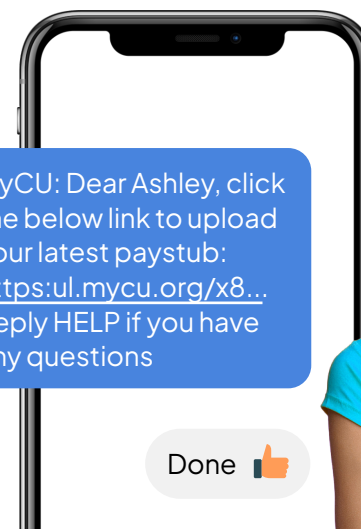**Natco** credit union

Kimberly Davis
Director of Sales & Service

Workflow for every AOS Digital Communication Use Case

1:1 Text Conversations

Meridian Link Consumer

START → User logs into ML Consumer App → User navigates to Deposit account → User opens a Deposit Account Application → User discovers need to connect with participant → User clicks on Eltropy icon in Letters or Finalize page → ML Consumer app receives Text Conversation → ML Consumer app receives Text Conversation → END

Eltropy

Eltropy receives the API Call → Lead exists? →
- Y: Eltropy pulls up an existing conversation and updates <ApplicationID>
- N: Eltropy creates a New 'Lead'

→ Eltropy launches the Messenger with all participants with Role → User selects the participant to initiate Text Message → User continues conversation with Participant → For each Text Message, Eltropy prepares API Call for conversation Sync → Eltropy calls ML Consumer API for Text Sync

Documents Sync

Member

START → Participant receives a Text Message to Submit document via Link → Participant clicks on the link within the Message → Participant uploads requested document in Secure Link

Eltropy

Eltropy receives the document → Eltropy calls ML Consumer API for Document Sync

ML Consumer app

ML Consumer receives the Document under Letters/Doc Page → ML Consumer app notifies user of document using notifications → END

MeridianLink Dashboard

Messages | Eltropy - Browser

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Connect to **eltropy**

Seamless Integration

No more switching tabs. Eltropy works directly from within the MeridianLink environment.

MyCU: Dear Ashley, click the below link to upload your latest paystub: https:ul.mycu.org/x8... Reply HELP if you have any questions

Done 👍

The Only Text Messaging Solution for MeridianLink AOS

Let's Talk

✉ team@eltropy.com

✈ eltropy.com/demo