



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 compliant by auto-syncing Text history to MeridianLink
- Reduce application drop-offs
- 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
- 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.

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



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

Eliminate the need for Members to visit the branch to submit a document

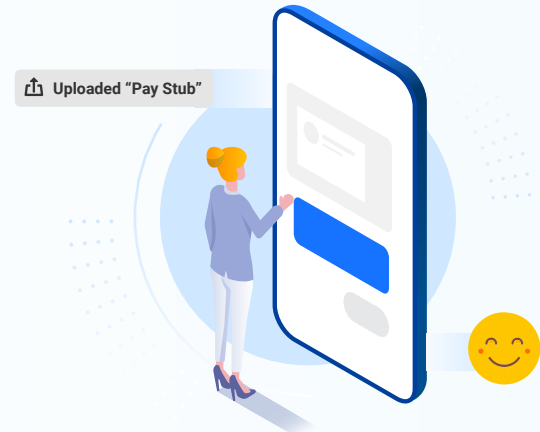
Uploaded "Pay Stub"

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



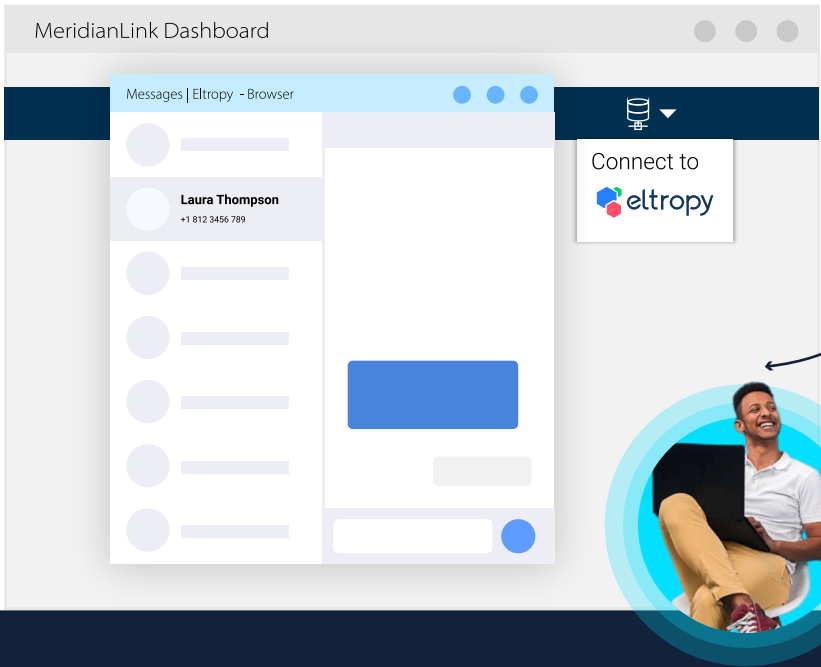
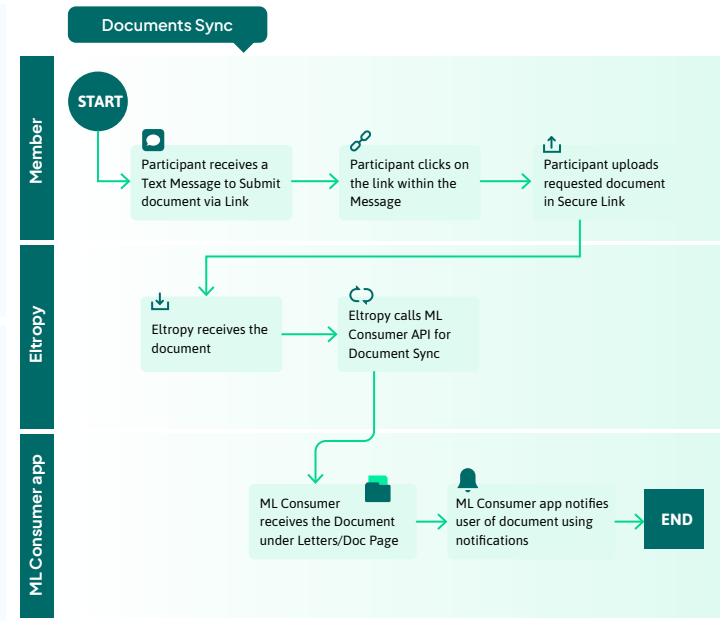
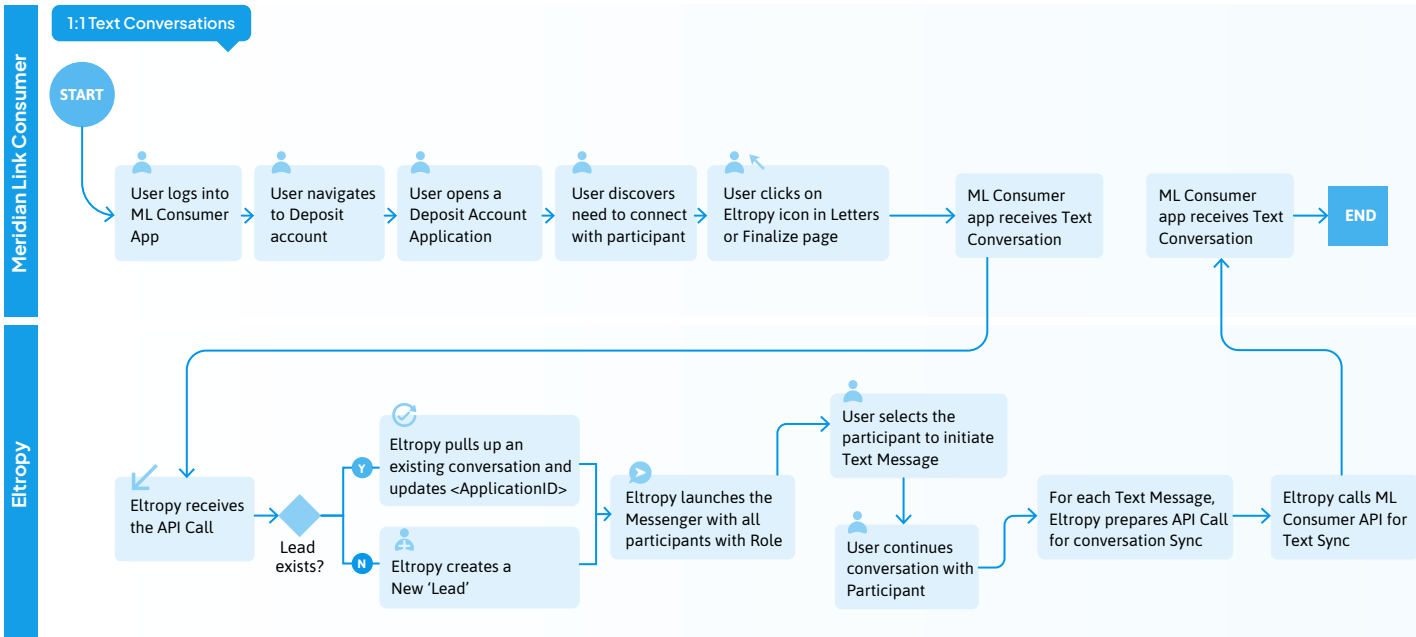
MeridianLink and Eltropy coming together under one platform is like having your right hand and left hand working at the same speed, on the same page, in the same book. It was our top priority at Natco to make this integration successful and Eltropy made it really simple.



Kimberly Davis
Director of Sales & Service



Workflow for every AOS Digital Communication Use Case



Seamless Integration

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



The Only Text Messaging Solution for MeridianLink AOS

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