



Accelerate Lending Digitally with Eltropy+MeridianLink Integration

Eltropy and MeridianLink join forces to enable credit unions to reduce friction, increase efficiencies and accelerate lending processes to foster loan closure. Using Eltropy's technology within MeridianLink, credit unions can deliver 1:1 text messages, collect and sync documents securely and communicate with applicants in real time.

With these combined solutions, Credit Unions can now

Increase productivity with seamless 1:1 Text Conversations within the MeridianLink environment.

Reduce loan funding time by collecting and syncing documents to LOS via Eltropy's uniquely trackable, secure links.

Stay complaint by auto-syncing Text history to MeridianLink.

Reduce loan application drop-offs by automated "Pizza Tracker" type alerts based on milestones.

Send smart reminders to reduce delinquency rate.

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



Loans officer

Pizza Tracker for Loans

Origination Documents eSign Alerts Funding Status Member



Dear Sean,
Your loan application is received. Click the link to upload your paystub securely: <https://my.cu...>



Benefits

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 loan process.

Reduced Loan Abandonment Rate

Integrate Eltropy with your LOS and send automated notifications and reminders from within your LOS to keep the members & customers up-to-date on their loan milestones.

Frictionless Loan Origination

Enable secure document collection links through loan origination process, and seamlessly eSign those documents. Keep your members & customers engaged & motivated with virtual video meetings at the right loan origination milestones.

Happy Loan Servicing

Send smart reminders to reduce delinquency rates. Send automated milestone messages and educational messages to keep the members & customers loyal to your brand.

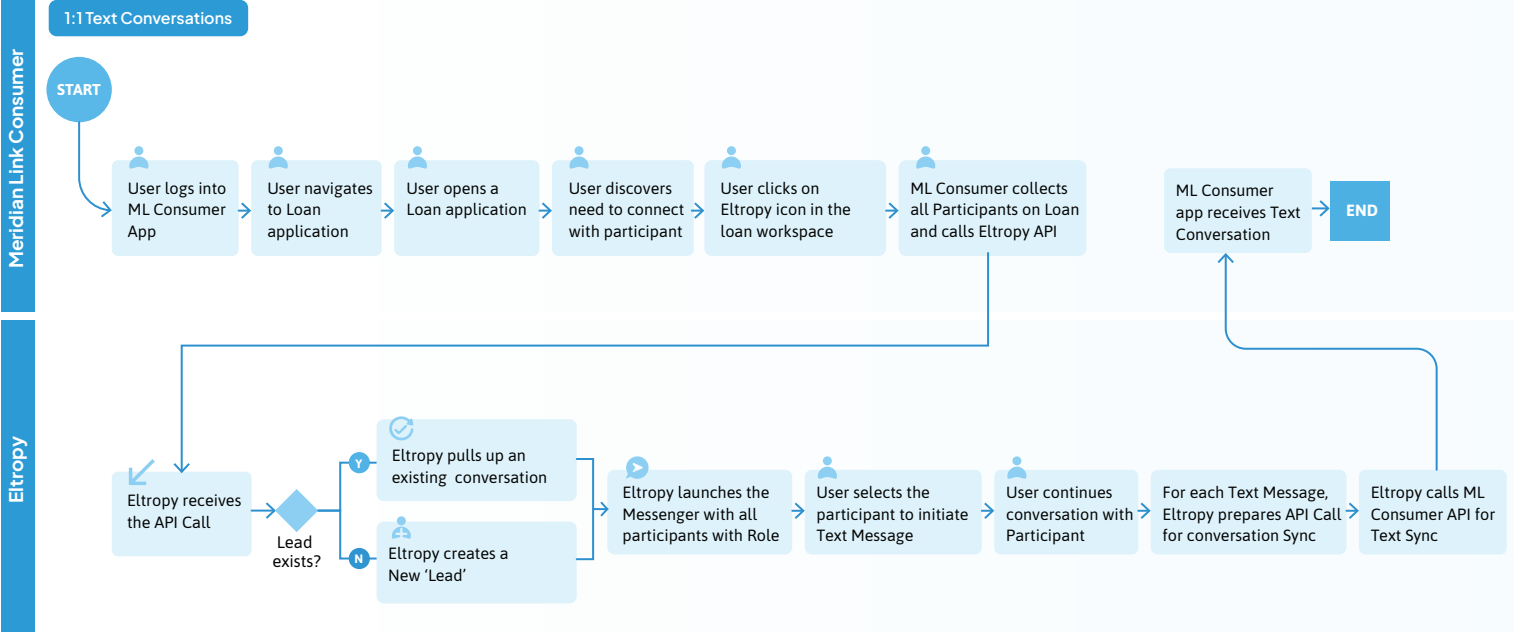
MeridianLink and Eltropy coming together under one platform is like having your right hand and left hand working at the same speed, on the same page, in the same book. It was our top priority at Natco to make this integration successful and Eltropy made it really simple.



Kimberly Davis
Director of Sales & Service

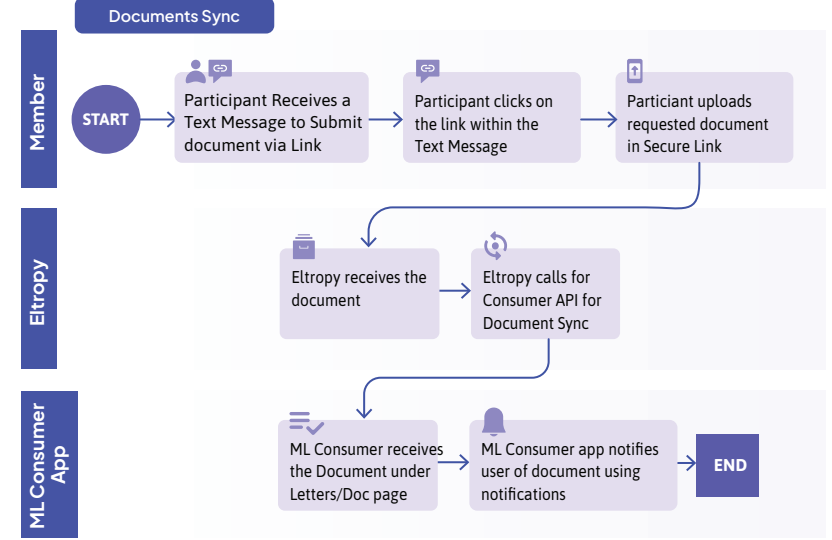
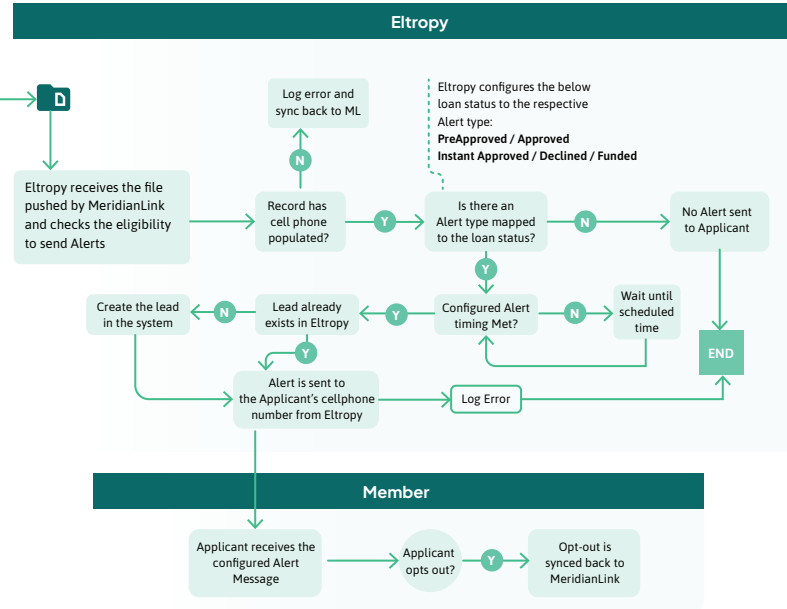
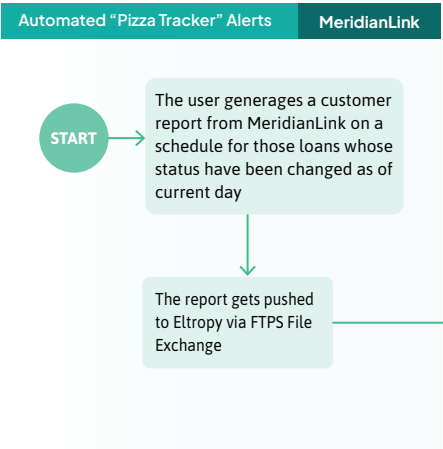
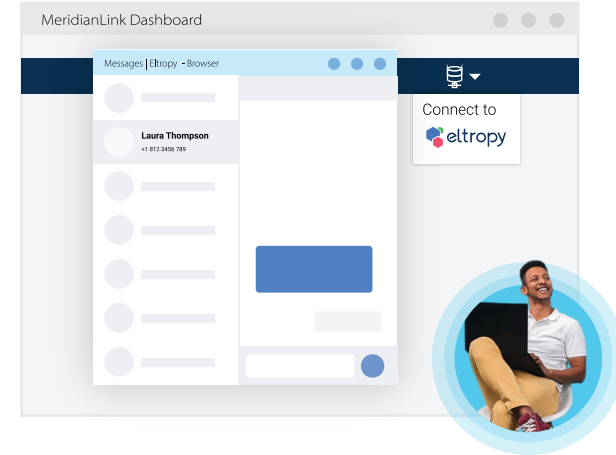


Workflow for every LOS Digital Communication Use Case



Seamless Integration

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



Centric FCU trims down loan application times by 95%

408 - 461 - 5402

hello@eltropy.com

