



VALLEY CREDIT UNION BECOMES FIRST IN ATLANTIC CANADA TO ADOPT TUNL.CHAT

tunl.chat



TORONTO, ON – July 21, 2020 - **FICANEX®** is pleased to announce that **Valley Credit Union** is the latest financial institution, and the first in Atlantic Canada, to be adopting **tunl.chat™**. Equipped with AI-powered capabilities, tunl.chat will enable conversational banking for over 11,000 credit union members, as well as many others seeking information about Valley Credit Union's financial products and services on their website and other digital channels.

With the power to provide answers in any service category imaginable, tunl.chat has the ability to fully automate up to 70% of inquiries on a 24/7 basis, empowering employees to focus on high-value interactions while reducing call wait times. Access to extensive data analytics helps identify key opportunities to improve the service experience and increase customer satisfaction.

"Working with FICANEX gives us a unique opportunity to provide an even better experience to those we serve throughout our region today", says Len Ells, President and CEO of Valley Credit Union. "It's becoming increasingly more important to step outside of the traditional methods used to communicate with members, and this is a prime example of that. Using innovation to drive value for your organization and to give your members what they want is not always easy, and we're happy to be working with FICANEX to bring this innovative solution to life for Valley Credit Union members."

As Valley Credit Union joins the growing list of member financial institutions across the country to implement this service, FICANEX continues to see a significant increase in interest in customer service automation within the market. Driven by the impacts of the COVID-19 crisis, FICANEX clients are realizing they can no longer afford to operate in a reactionary manner and must proactively ensure they are equipped to handle changing customer expectations. AI-powered conversational customer engagement is indeed the future of the self-serve customer experience, and tunl.chat is the leading solution for credit unions and Tier 2 banks in Canada.

About FICANEX:

FICANEX consists of FICANEX Services Limited Partnership which owns and operates THE EXCHANGE Network; Canada's largest surcharge-free ATM network, and FICANEX Technology Limited Partnership which developed and supports the tunl. technology platform; providing next-generation digital services for over 170 financial institutions across Canada, allowing them to effectively compete in the digital era of financial services.

For more information please visit:

www.ficanex.ca

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About Valley Credit Union:

Valley Credit Union is a truly local full-service financial institution situated in the beautiful Annapolis Valley of Nova Scotia offering a broad spectrum of financial services to more than 11,000 members across its 7 branches. Valley CU believes in putting people before profits, and brings value to those it serves through ownership, personal service, convenient and flexible banking options, skilled and knowledgeable staff, and a commitment to the communities in which it operates. Valley Credit Union regularly provides financial and volunteer support to local organizations across the community to support the local economy.

For more information please visit:

www.valleycreditunion.com

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