

### 3 CREDIT UNIONS SCHEDULED TO USE FICANEX AI-POWERED CHATBOT SOLUTION

**tunl.chat**

TORONTO, ON – November 4<sup>th</sup>, 2019 - **FICANEX**<sup>®</sup> is pleased to announce that **Kawartha Credit Union** was the first to kick-off the **tunl.chat** project on October 25<sup>th</sup>, with an anticipated go-live just in time for this year's busy holiday season. Equipped with AI-powered capabilities, tunl.chat will enable conversational banking for over 50,000 members, as well as many other users who may be shopping around for financial products and services.

With the ability to answer more than 70% of member inquiries on a 24/7 basis, users will be able to save time by getting information wherever and whenever they prefer, directly from their phone, computer, or Facebook account. In addition to creating a more satisfying customer experience, tunl.chat empowers member support staff by allowing them to focus on high-value interactions, while simultaneously generating more revenue and reducing call centre churn. Access to extensive data analytics will also help financial institutions identify key opportunities to improve the service experience and member impact.

Using the existing payment technology that supports **THE EXCHANGE**<sup>®</sup> **Network's** surcharge-free national ATM network, also owned and operated by FICANEX, **tunl.chat** has the potential to allow cardholders to conduct everyday banking activities such as balance inquiries, checking their last five transactions, and transferring money between accounts. With the added ability to connect with support staff, users can rest assured that they will always get the help they need in the way that works for them.

"We are proud to be a champion of this new and innovative service and we are excited to be working with the FICANEX team to bring tunl.chat to life for Kawartha. Service excellence is one of our core values, and tunl.chat will help us deliver on our promise," says Rob Wellstood, CEO of Kawartha Credit Union. "Our executive team is looking forward to seeing the positive impact that tunl.chat will bring to our high volume Contact Centre, as well as the role it will have in empowering our employees and improving our member experience."

Other FICANEX member financial institutions will be joining Kawartha Credit Union as tunl.chat champions in the near future, including **Kootenay Savings Credit Union** and **FirstOntario Credit Union**, who will be kicking off their projects in the coming weeks, with others to follow shortly afterwards.

"Every day I am amazed by the power that technology brings to people, and I am beyond thrilled that Kawartha Credit Union is the first to harness the power of tunl.chat to further strengthen its customer experience and help optimize the organization's efforts to drive as much value as possible," said Andrew Obee, President & CEO of FICANEX. "Kawartha Credit Union is not only the first to adopt this service but is among the first financial institutions in the country to introduce an omni-channel AI-powered chatbot that is truly capable of guiding both existing and prospective users through a complete journey. It's really empowering for the user," added Mr. Obee.



**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](http://www.ficanex.ca)

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**About Kawartha Credit Union:**

Kawartha Credit Union serves 50,000 members with online, mobile, and telephone access and a network of 23 branches that extend from Cornwall to Parry Sound. With more than 65 years of history and a focus on service excellence, Kawartha delivers a full range of financial products and needs-based expert advice, and financial services tailored to each member. Additionally, we provide access to thousands of EXCHANGE® Network surcharge-free ATMs in Canada. Membership at Kawartha is open to anyone looking for a locally-focused financial services provider.

Since 1998, Kawartha has supported the well-being of the communities we serve through our Community Involvement Program. In addition to almost \$3 million in corporate donations, our dedicated employees volunteer their time and talents to many initiatives throughout the year.

One of the many benefits of membership at Kawartha is our exclusive Affinity Share Program which rewards members for their patronage. The more business you do with Kawartha, the more you receive in Affinity Shares. This program is our way of saying "thank you" for choosing us for all of your financial needs. Cumulatively, we have distributed over \$14.7 million in profits back to our members in the form of Affinity Shares over the eleven years this program has been in place.

Serving our members with excellence is one of our core values, and we are committed to providing value and an unparalleled experience.

**For more information please visit:**

[www.kawarthacu.com](http://www.kawarthacu.com)

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