



CHANNELNET

ChannelNet CEO will be Speaking and an Exhibitor at the MAXX-NWCUA Annual Convention October 5-7

DEARBORN, MI (September 27, 2021) — ChannelNet is delighted to exhibit at MAXX, NWCUA Annual Convention at the Boise Centre, Idaho, where our CEO Paula Tompkins will also be speaking. The conference will be an in-person event with an army of credit union advocates working together to provide value and a better financial choice.

Paula Tompkins will discuss *“Beyond Marketing Automation – Case studies of advanced digital member engagement and analytics platform in action.”*

“I’m excited to be speaking at MAXX and exhibiting at the Strategic Link Trade Show,” says ChannelNet CEO Paula Tompkins. “ChannelNet has been a long-time supporter of NWCUA, serving the digital engagement needs of credit unions. It’s a great opportunity to share our OneClick Financial™ platform and demonstrate how we provide the tools to help deepen personal relationships and engagement with credit union members via digital channels.”

OneClick Financial is a data-driven, dynamic digital content engagement platform designed to generate one-to-one dialog between credit unions and their members. The better you know your members, the better you can serve their needs, and the deeper their engagement, share-of-wallet, and loyalty.

Credit unions are sitting on a gold mine of data about their members. By using core data and appending it with third-party data, credit unions can create a valuable conversations with their members that are relevant and personal. Attend this session to learn how to get up and running fast in 4-6 weeks with tools to help you mine the data and the know-how to leverage your existing digital as well as brick and mortar assets.

OneClick Financial begins collecting behavioral data as soon as a member's Personal Web Page (PWP) is created. The OneClick Financial PWPs cross-sell relevant products in an omnichannel environment. OneClick integrates with social media and video and provides educational content, establishes meetings with credit unions' specialists either online or in person, and gathers feedback with the sole aim of generating high-quality leads that power expanding ROI.

This powerful platform enables financial institutions to deliver a targeted personal experience that encourages relationship growth while creating consistent, one-to-one content for truly personalized digital interactions.

About ChannelNet

ChannelNet is a leader and pioneer in delivering customer engagement and retention via web-based and mobile solutions that work across sales and service channels. Using software-as-a-service (SaaS), its patented member engagement platform connects banks and credit unions with their customers and members to engage, inform and learn about financial products and services. The privately held company, founded more than 35 years ago, is based in Dearborn, Michigan.

More information is available on www.channelnet.com, www.oneclickfinancial.net, or follow us on Twitter @ChannelNet and LinkedIn: ChannelNet.

About NWCUA @ MAXX

The Northwest Credit Union Association is the trade association representing more than 170 not-for-profit, cooperative credit unions in Idaho, Oregon, and Washington, and their 8.1 million consumer members. We help our member credit unions with compliance, professional development, and advocacy for laws and regulations that remove barriers so they can better serve their members.

Being part of the Credit Union Movement – an army of advocates working together to advance the mission to provide credit union members with meaningful value and a better financial choice.

At MAXX, credit union professionals and Board Directors experience high-level training and forge valuable new relationships with business partners at the Strategic Link Trade Show. They also raise dollars for life-saving medical care at the annual Credit Unions for Kids **Auction and** celebrate the best of the Credit Union Movement at the Annual MAXX Awards Dinner and Gala. <https://nwcua.org/>

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