



## FIRSTONTARIO CREDIT UNION LAUNCHES DIGITAL REP TO PROVIDE AUTOMATED MEMBER ASSISTANCE

tunl.chat

**FirstOntario**  
CREDIT UNION

TORONTO, ON – August 25<sup>th</sup>, 2020 - **FICANEX®** is pleased to announce that **FirstOntario Credit Union** is the latest financial institution to launch **tunl.chat** on their website, with the service being known to Members as the FirstOntario Digital Rep. Acting as an additional help channel built with AI-powered capabilities, FirstOntario's Digital Rep will enable conversational banking at the click of a button for over 115,000 credit union Members, as well as many others seeking information about FirstOntario Credit Union's financial products and services online.

FirstOntario Credit Union remains one of the first to launch this innovative solution, and is joining the likes of Kawartha Credit Union, Kootenay Savings Credit Union, YNCU, and Community First, a division of YNCU, in providing an enhanced member experience that can be accessed from anywhere, and anytime. Clients that are in project mode and will be launching soon include First West Credit Union, Canadian Western Bank, Northern Credit Union, and Valley Credit Union.

"We are very pleased with the great work that FirstOntario has done to bring this solution to life so quickly. FirstOntario's Digital Rep looks fantastic and I'm looking forward to seeing how this new communication option is embraced. As one of the largest credit unions in Canada, adding an online AI-powered chat for Members to get the information they need, whenever they need it, is an important way to add value, especially at a time like this." says Andrew Obee, President & CEO of FICANEX.

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.

"FirstOntario continually looks for new ways to add value to our Members by introducing innovative products and services. By chatting online with FirstOntario's Digital Rep, Members can get the information and answers they need – anywhere, anytime - and prospective Members can learn more about what FirstOntario has to offer. We're proud to be one of the first credit unions in Canada to introduce this new, innovative way to communicate," says Dave Schurman, COO, FirstOntario Credit Union.

### **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 FirstOntario Credit Union:**

FirstOntario is a full-service, cooperative financial institution, serving Members for over 80 years throughout the Golden Horseshoe, Niagara Region and Southwestern regions of Ontario. With \$5.8 billion in assets under management, FirstOntario is one of Canada's largest credit unions. Everyone is welcome to be part of FirstOntario for financial services including daily transactions, mortgages, lines of credit, loans and investments. FirstOntario profits are invested into the communities we serve through support for entrepreneurs, competitive rates and charitable pursuits including our award-winning student nutrition program.

**For more information please visit:**

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

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