



## NORTHERN CREDIT UNION SLATED TO IMPLEMENT FICANEX AI-POWERED CHATBOT SOLUTION THIS YEAR



TORONTO, ON – June 3, 2020 - **FICANEX**<sup>®</sup> is pleased to announce that **Northern Credit Union** is the latest financial institution who will be adopting **tunl.chat** this year. Equipped with AI-powered capabilities, tunl.chat will enable conversational banking for over 70,000 credit union members, as well as thousands of others seeking information about Northern 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 live agents to focus on high-value interactions while reducing call centre wait times. Access to extensive data analytics helps identify key opportunities to improve the service experience and increase customer satisfaction. In addition, tunl.chat can assist cardholders with everyday banking activities such as balance inquiries and money transfers between accounts, using the existing EXCHANGE Network infrastructure.

“Partnering with FICANEX to deliver tunl.chat will allow us to be more even responsive to our members needs, says Richard Adam, President and CEO of Northern Credit Union. Now more than ever our members are looking for us to provide consistent, real time information, which will provide them with the support they need to make informed financial decisions. tunl.chat allows us to resolve a significant percentage of our members inquiries, allowing our employees to focus on delivering on high – value interactions with our members.”

As Northern Credit Union joins the growing list of member financial institutions across the country to implement this innovative service, FICANEX continues to see a significant increase in interest in customer service automation in 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](http://www.ficanex.ca)

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Michael Barr, Chief Customer Officer

**About Northern Credit Union:**

Northern Credit Union is a full-service, locally operated financial institution, offering personal and commercial products and services and financial planning expertise to more than 70,000 member shareholders. Serving 31 Ontario communities, Northern is committed to educating members about financial literacy and providing the tools to help members achieve their financial goals. For more information, visit [northerncu.com](http://northerncu.com).

For more information please visit:  
[www.northerncu.com](http://www.northerncu.com)

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