

Credit Union improves member experience with launch of new website

Summerland, BC – Summerland Credit Union (SDCU) reached a major milestone on its digital journey with the launch of a new Forge website www.sdcu.com. “This powerful digital platform will allow our credit union to quickly fulfill members current and future expectations and service needs,” explained Kelly Marshall, President and Chief Executive Officer of SDCU.

Forge is the name of the digital platform that the new website is built around. It was created in partnership with Central 1 Credit Union (C1) and Backbase, the most recognized global leader in digital omni-channel banking solutions. Over 200 credit unions across Canada have signed up to utilize the Forge platform.

The new website is dynamic, responsive, and equipped to deliver a more personalized and powerful user experience. The new streamlined features include dynamic calculators, timely financial content, increased performance and speedier responses for both members and potential new members.

Members will appreciate the modern look of the upgraded site which was designed to make navigation easier/more intuitive and the user experience more satisfying through quick and seamless access to information. SDCU also focused on adding fresh new content regularly and this will enhance our library of financial material and improve financial literacy.

The new site is also fully responsive, and adapts so that no matter the type/version of device being used to view or access the site, it will automatically recognize the size of the screen and respond accordingly. This means no more pinching and zooming to read text. By embracing a best in class digital platform through C1, SDCU will be able to quickly adopt future technological advancements as they become available.

“As SDCU moves into the next decade, we will continue to invest in technology, services and people to ensure we evolve with the changing service needs of our members. This includes updating our online and digital offerings with the launch of our new website on the Forge digital platform,” concluded Mr. Marshall.

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About Summerland Credit Union

SDCU has been enriching members' lives for over 75 years by providing comprehensive financial services to the residents of Summerland and the surrounding areas. Founded in the beautiful Okanagan region of BC in 1944 as an alternative to the traditional banking institutions of the day, SDCU has grown to be the second largest, single branch, independent credit union in Canada. It has over 7,000 members, \$300+ million in assets under administration, and annually supports an extensive community network of over seventy community groups and charities. To learn more visit our website at www.sdcu.com.