

A Fully Digital, Member-First Transformation for Canada's Leading Credit Union



"With VeriPark, we've simplified banking in a way that empowers our members, strengthens transparency, and brings our Responsible Banking™ principles to life. This transformation allows us to deliver faster, more personalized experiences while making a meaningful, positive impact in the communities we serve."

—Daniel Johnson, CEO, Innovation Federal Credit Union

BUSINESS OBJECTIVES

- ▶ Transform from traditional to digital-first without losing the human touch.
- ▶ Increase operational efficiency and scalability with cloud-native architecture.
- ▶ Drive measurable improvements in member engagement and satisfaction.
- ▶ Foster financial inclusion while expanding digital reach nationally.



RETAIL & CORPORATE BANKING

SOLUTION

<ul style="list-style-type: none"> ● Member Enrollment ● Complaints & Service Requests ● Sales & Prospect Management 	<ul style="list-style-type: none"> ● Next Best Action ● Marketing & Campaign Management ● Contact Center 	<ul style="list-style-type: none"> ● Loyalty Management ● Role-Based Tablet Applications 	VeriLink
VeriTouch			
<ul style="list-style-type: none"> ● Account Management ● Business Services ● Loyalty Management ● Personal Finance Management 	<ul style="list-style-type: none"> ● Login Enrollment & Securities ● Business Taxes ● Card Management (Debit Cards) 	<ul style="list-style-type: none"> ● Money Transfers ● Partner (Wealth) Accounts ● Digital Onboarding (Retail & Corporate) 	
VeriChannel			