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## NEWS RELEASE

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### **Visions Federal Credit Union Implements Gro Solutions' Digital Sales Platform to Streamline New Member Acquisition**

**ATLANTA – Aug. 22, 2017** [Gro Solutions](#), a leading provider of digital growth solutions for banks and credit unions, announced that Endwell, N.Y. –based [Visions Federal Credit Union](#) (\$4 billion in assets), has selected and implemented Gro Checkout™, Gro's online and mobile digital sales solutions, to help create a simplified front-end experience for new members.

With member experience and ease of use being critical requirements, Visions FCU found Gro's account opening solution best suited to meet the strategic goals of building a more user-friendly onboarding portal and reducing the application abandonment rate. Gro Checkout is a part of Gro's Digital Sales Platform, an architecture that orchestrates and simplifies digital sales activities.

"Gro provides the best experience for our members, while also offering a nimble development and implementation process that allows us to refine the solution as we go," said Thomas P. Novak, Director of Digital Banking for Visions. "We are already experiencing double the volume of online and mobile account openings, and it's only been live for a little over a month. At this point, we expect the full impact of the new system to exceed our expectations."

Visions FCU plans to extend the use of the Gro Sales platform with a phased rollout of additional offerings. Later this year, the credit union will launch Gro's tablet application for a concierge experience of onboarding new members, both in the branch or at offsite consumer events; and in early 2018, Visions plans to offer account opening for other types of accounts.

"In simplest terms, when you make the onboarding process an easy one, it drives growth as more applicants are able to successfully complete it," said David Eads, CEO of Gro. "With Gro Checkout in place, Visions FCU provides an excellent example of the value in creating an omnichannel presence that makes onboarding easier and more efficient across the online, mobile and branch channels."

#### **About Visions Federal Credit Union**

Visions Federal Credit Union is a nonprofit financial institution completely owned by its members. Visions serves more than 187,000 members with 46 offices in communities throughout New Jersey, New York, and Pennsylvania. Services include general banking as well as auto, home, personal, and business loans. Visit [www.visionsfcu.org](http://www.visionsfcu.org) for more information.

**About Gro Solutions**

Founded in 2015, Gro Solutions provides a digital sales platform to drive acquisition growth for banks and credit unions, across all channels of their business. The Gro Sales Platform features innovative and intuitive software solutions designed to optimize both the financial institution and end user experience for digital sales tasks, such as account opening and loan origination. For more information, visit [www.grobanking.com](http://www.grobanking.com), or follow us on Twitter, [@GroBanking](https://twitter.com/GroBanking).

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