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NEWS RELEASE

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Congressional Federal Credit Union Chooses Gro Solutions to Streamline Digital Onboarding and Strengthen Member Experience

ATLANTA – March 27, 2018 [Gro Solutions](#), a leading provider of digital growth solutions for banks and credit unions, announced Washington-based [Congressional Federal Credit Union](#) (\$903 million in assets) has chosen Gro Checkout™, a component of Gro's cloud-based Digital Sales Platform, to streamline its digital onboarding workflow while creating a simple and intuitive user experience for its members.

As a growing, innovative credit union, Congressional Federal Credit Union understands the value of providing its members with a fast and simple online experience, and plans to implement Gro's Digital Sales Platform to meet the needs of today's mobile-first users while significantly reducing the friction of the application process.

"When our members come to us through the digital channel, their needs can be varied, and we wanted a way to serve them that didn't require them to wait or go through unnecessary steps," said Devin Calef, Manager of eCommerce for Congressional Federal Credit Union. "With Gro, we can connect our members directly to the product they're interested in, gathering only the necessary information along the way so it doesn't slow down the application process, providing a smooth experience for our members from beginning to end."

"Reducing friction in the application process lowers abandonment and leads to a better user experience, more potential members, and ultimately more sales growth," said David Eads, CEO of Gro. "With Gro, Congressional Federal Credit Union can ensure a high quality of service via the digital channel, providing its members with a great experience every time, no matter their need."

About Congressional Federal Credit Union

Congressional Federal Credit Union was started by eight congressional employees in July 1953, with \$40 in deposits. From those humble roots, Congressional has grown to 47,000 members with over \$900 million in asset size. Congressional Federal Credit Union's mission has always been to help the people that serve on Capitol Hill achieve their financial goals by offering a wide range of financial services to their members. Congressional Federal Credit Union is an equal opportunity employer.

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 Digital 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, or follow us on Twitter, [@GroBanking](https://twitter.com/GroBanking).

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