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## NEWS RELEASE

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### **Consumers Credit Union Reports 15 Percent Increase in Existing Member Deposit Account Openings Following Implementation of Gro Solutions' Digital Account Onboarding**

**ATLANTA – May 15, 2018** Following the successful implementation of Gro Solutions' digital account onboarding for its members, Consumers Credit Union of Kalamazoo, Mich., (\$968 million in assets) continues to realize significant results with its use of the Gro Digital Sales Platform in supporting digital deposit account opening for both new and existing members.

Since going live with the new expanded version of the platform in December 2017, Consumers Credit Union has seen a 15 percent increase in the main deposit account openings for existing members, including special savings, interest checking, simple checking and promotional money market accounts. Additionally, since expanding its use of the Gro Digital Sales Platform for its existing members, it seen more than 200 additional accounts opened to date, with almost 30 percent of those being funded at the time of opening.

"We've been extremely impressed with the results we're seeing with Gro," said Tiffany Metelsky, digital product specialist for Consumers. "Last December, we implemented a new existing member application using the same solution we've been using for new membership since 2016. Now, our existing members can open accounts with the same fast and easy process, and we're already seeing a lot of success."

Consumers has found the process to be a significant time-saver for its members and staff alike. Through Gro's digital platform, new and existing members are able to easily and conveniently open accounts on their own (either online or via their mobile devices) rather than having to schedule time to visit a physical branch.

Additionally, Consumers is utilizing the Gro platform to support its @Work program, in which credit union staff go directly to businesses within the community to provide financial education and open accounts for their employees onsite, providing new members with same-day, hassle-free account opening capabilities with a personal touch.

"Members now demand their financial institutions provide quick and easy solutions. They choose to do more business with institutions that provide great service and click away

from those that don't," said David Eads, CEO of Gro Solutions. "We are very pleased with the results that Consumers Credit Union continues to see, and we look forward to what comes next."

#### **About Consumers Credit Union**

Locally owned since 1951, Consumers Credit Union serves more than 88,000 members by simplifying banking through exceptional service, education and convenient technology. For nearly three decades, Consumers has averaged 18 percent annual growth and accumulated more than \$968 million in assets, driving its expansion into Kalamazoo, Grand Rapids, Holland, South Haven, Battle Creek and Coldwater. The community-chartered credit union serving all of lower Michigan has consistently earned annual customer satisfaction ratings of 98 percent and is recognized as one the nation's elite Best and Brightest Companies to Work For. For more information, visit [www.consumerscu.org](http://www.consumerscu.org).

#### **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](http://www.grobanking.com), or follow us on Twitter, [@GroBanking](https://twitter.com/GroBanking).

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