



www.williammills.com



NEWS RELEASE

CONTACT: Derek Howard
For Gro Solutions
678-781-7215
derek@williammills.com

Workers Credit Union Implements Gro Solutions to Supercharge Mobile Account Onboarding and Expand Digital Access for Members

ATLANTA – October 22, 2018 [Gro Solutions](#), a leading provider of digital growth solutions for banks and credit unions, announced Fitchburg, Mass.-based [Workers Credit Union](#) (\$1.7 billion in assets) has selected Gro to power its mobile account openings and create a faster, more streamlined experience for both current and potential members alike.

Workers Credit Union found Gro's innovative solutions best suited to enhance its mobile account opening capabilities and provide its members with a quick and easy online experience. The platform will reduce the number of keystrokes needed on the application, allowing applicants the options of either scanning their license or simply entering their mobile number to provide information. Additionally, the credit union plans to expand the solution into its branches which will give staff the ability to open accounts easily and quickly for anyone, regardless of channel or location.

"In today's digital world, being able to offer member solutions that help them overcome, or even avoid, hurdles is very important," said Christopher Saari, AVP, Digital Banking Manager for Workers Credit Union. "With Gro, we are able to provide a fast and convenient experience, streamlining the application process for anyone, anywhere, whether in the branch or on their phone."

"When you reduce friction in the application process, you create a better user experience, which lowers abandonment and ultimately fosters member growth," said David Eads, CEO of Gro. "We are excited for the opportunity to help Workers Credit Union to create these great experiences and deliver high quality digital solutions to its members every time, no matter the need or their location."

Workers Credit Union plans to begin launch of the new Gro services to its members by Q1 of 2019.

About Workers Credit Union

Workers Credit Union, home of the \$3.3 million GiveBack program, is headquartered in Fitchburg, Massachusetts. With assets of \$1.7 billion, the credit union serves over 101,000 members from 16 offices in Acton, Chelmsford, Fitchburg, Gardner, Groton, Lancaster, Leominster, Lunenburg, Orange, Townsend, Westford and Workers Online at www.workerscu.com.

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).

###