



CHANNELNET

Pyramid Federal Credit Union Leverages Personal Engagement Platform to Communicate Critical COVID 19 Information to Its Members

DEARBORN, Mich.-- Pyramid Federal Credit Union (Pyramid) has launched [ChannelNet's OneClick Financial™](#) - a comprehensive, personal engagement platform for its more than 17,000 members just in time to communicate about COVID 19 resources.

"The OneClick Financial™ platform was up and running ahead of the COVID 19 pandemic. ChannelNet's member centric platform enabled us to provide critical information to our members when they most needed it. The team at ChannelNet worked with us to create a 4-part campaign focusing on key products and services critical to our members' financial health and needs during the crisis. The 4-part campaign content featured information on digital resources, refinancing, personal loans and emergency funds," according to Maureen, Shields, Director of Marketing for Pyramid.

[Paula Tompkins](#), CEO of ChannelNet, added, "ChannelNet's patented engagement platform is perfect for credit unions to provide automated and relevant communication based on member data. Whether they are welcoming new members, re-engaging existing members or providing critical information related to disasters like the pandemic. We were delighted to be able to help the Pyramid team meet their objectives."

OneClick Financial™ is a data-driven, digital engagement platform designed to make communication between credit unions and their members automated, cost-effective, and dynamic. By curating content, tools, and functionality the platform delivers relevant information on a one-to-one basis. OneClick Financial™ provides each member with their own personal page that cross-sells relevant products and services, integrates with social media, displays video, provides educational content, and gathers feedback to ensure strategic interactions are funneled to the right department or group so they can respond to member needs. This powerful platform enables credit unions to deliver a tailored and targeted experience that encourages relationship growth. trust while creating consistent, positive member interactions.

ABOUT CHANNELNET

ChannelNet's OneClick Financial Engagement platform delivers a hyper-relevant customer digital experience, including: Welcome/Onboarding, Thank You for Adopting a New Product/Service, Cross-Selling, Retargeting, and Ad Hoc campaigns. These unique and individual experiences are designed to engage on a data-driven automated basis for both retail and business customers. While at the same time generating leads and driving customers and members to your website and other digital channels for additional actionable engagement. All of which is tracked and delivered to branches, product/service experts and call centers as leads for follow up.

More information is available on www.channelnet.com and OneClickFinancial.Net or follow us on Twitter [@ChannelNet](https://twitter.com/ChannelNet) and [LinkedIn/ChannelNet](https://www.linkedin.com/company/channelnet).

ABOUT PYRAMID FEDERAL CREDIT UNION

Pyramid Federal Credit Union marked its 90th anniversary in 2019. It serves members and the community. With five branches in the Tucson Arizona area, a dedicated Lending Center and a Contact Center, Pyramid has grown to more than 60 employees, more than 17,000 members, and a solid \$168 million in assets. Visit <https://www.pyramidfcu.com/> for more information.

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