

NEW MEMBER

ACQUISITION:

Technology empowering a great new member experience



Why is the *new member experience* so important to my organization?

- This first contact with the consumer can make or break the start of the member relationship creating opportunities to grow with the member together
- The initial experience of the member should be a positive and rewarding experience

How does Hart empower your success?

- A creative and operationally efficient workflow to maximize the member and credit union employee experience to bring on new members
- Incorporate industry leading data to make the new membership experience painless and positive



The best technology to take a new spin on the member account opening process. The technology helps to incorporate the brand and experience of each credit union in combination with great data for a seamless process

