

Cooperative CONNECTION

MONTHLY
NEWSLETTER

Progress through partnership



May 29, 2025 | Volume 2025, Issue Number 5 | Event Calendar

Efficiency as a Catalyst for Credit Union Growth

Why evolving with fintech isn't just smart—it's essential

Credit unions are built to serve—and the communities they serve are evolving quickly. Meeting those changing needs takes more than commitment; it requires operational efficiency that empowers credit unions to adapt, engage, and grow.

Fintech partnerships offer practical solutions to help credit unions of all sizes work smarter and move faster. With the right tools, even the smallest institutions can compete in a fast-paced financial landscape.

Read the full blog to discover how efficiency and fintech go hand-in-hand to fuel innovation.

[Read the Full Log by Melissa Pomeroy, CCUA's EVP & COO](#)



Ascent

Ascent: Right Data, Right Moment.

CCUA Partner

FINTECH
FEATURE

Seamless document and
data collection platform



Ascent boosts efficiency by collecting 60% more documents on the first try and increasing data accuracy by 37%. Its platform automates 65% of application decisions and cuts delinquency cases by 27%. Real-time monitoring and no-code tools streamline every step. Designed for credit unions, Ascent enhances speed, accuracy, and member support.

[Learn more about our partnership with Ascent](#)



**TruStage Ventures: Startup Innovation
Needed to Win Over Younger Members**

In the *CVC Unplugged* podcast, TruStage Ventures' President and Managing Director, Brian Kaas, highlights how credit unions can stay competitive by partnering with fintech startups. He points to collaborations with companies like Carsaver and Goalsetter to boost digital services and engage younger members. With retail giants entering financial services, innovation is key to remaining relevant.

[Listen to the CVC Unplugged podcast](#)



Service Credit Union Improves Response Rate by 2x With Confer

To streamline and update their digital loan experience, Service Credit Union turned to Confer—and the payoff was immediate. By replacing a slow multi-step application process with a modern one, Service doubled the amount funded in a recent pre-approval campaign setting a new record for the Credit Union.

Service's December 2024 campaign outperformed last year's by over \$50M.

“Confer, in just a few short weeks, helped us leapfrog the digital loan experience—and our members clearly agree, judging by the numbers.” — *Tyler Kuhn, VP Marketing & Digital Strategy, Service Credit Union*

For details on how your credit union can achieve similar results through our partnership with Confer, contact us at solutions@ccua.org or at contact@conferlending.com.

[Read the Full Confer and Service Credit Union Case Study](#)





 **TruStage™**

95%
of credit unions rely on
TruStage to improve
the financial wellbeing
of their members

www.ccua.org/fintechconnect



**CYBER SHOWCASE
COMPETITION
4TH ANNUAL**

 **FINTECH
CONNECT**

June 9-10, 2025
Dover, New Hampshire



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Manage communication preferences

