

# NEWS

For Immediate Release



## **Cooperative Credit Union Association Partners with Digital Align Inc.**

*Brings customized digital transformation solutions to credit unions*

**July 8, 2022- (Marlborough, Massachusetts)** — The Cooperative Credit Union Association (CCUA) has partnered with Digital Align to help credit unions move towards strategic business transformations, enhancing member and staff experiences while increasing revenues and margins through streamlined operational efficiency and productivity.

“Now more than ever, credit unions are faced with the need to operate as efficiently as possible so they can continue providing value to their members. Digital Align’s product will work with our credit unions existing systems, allowing them to streamline their operations across all lines of business,” noted Melissa Pomeroy, CCUA’s Chief Revenue Officer.

AlignXcel, a Digital Align product, offers customized solutions tailored to the credit union’s specific needs and existing systems. AlignXcel takes a holistic, analytical approach to business transformation with a commitment to continuously improve business processes to avoid unnecessary process debts. It allows the continued use of existing processes and third-party tools, without disrupting business or putting commercial needs at risk. AlignXcel can positively impact all business areas within the institution from Deposit Services to Lending to Operations, while regulatory and compliance errors virtually disappear. Increase staff capacity to handle 3-5 times the application volume in mortgage, home equity or consumer lending areas while decreasing risk ~ *without adding any additional staff!*

“Digital Align is so excited & proud to have partnered with The Cooperative Credit Union Association. The CCUA is truly an organization that cares deeply about their member credit unions and backs up their mission of empowering them, individually and collectively, to provide consumers with outstanding financial services. We believe this is the beginning of something great!” said Rajesh Patil, Digital Align’s CEO/Co-Founder.

### **About Digital Align, Inc.**

*Digital Align is an innovative, forward-thinking company focused on helping financial institutions build sustainable and reliable growth through smart technology and business transformation. Digital Align works with institutions all over the country and has become a safe, reliable, trusted partner within the industry with deep roots in the credit union community.*  
<http://digitalalign.com>

### **About the Cooperative Credit Union Association**

*The Cooperative Credit Union Association is a regional trade organization serving as the voice for nearly 180-member credit unions located in the States of Delaware, Massachusetts, New Hampshire, and Rhode Island. CCUA member credit unions hold combined assets in excess of \$73 billion and serve a collective membership base of more than 4.7 million consumers. Last year, CCUA credit unions provided over \$500 million in direct financial benefits to their members and had a combined financial impact of over \$5 billion on their states. For more information, visit [www.CCUA.org](http://www.CCUA.org)*

###

### **Contact**

Carole Langiu  
302-531-8278  
[clangiu@ccua.org](mailto:clangiu@ccua.org) -