

NEWS

For Immediate Release



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For More Information

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The Cooperative Credit Union Association Partners with Synergent to Offer Marketing and Statement Services

June 15, 2023 (Marlborough, MA) – The [Cooperative Credit Union Association \(CCUA\)](#) and [Synergent®](#) are partnering to provide Synergent’s [Marketing Suite of Services](#) and Statement Processing to credit unions in Delaware, Massachusetts, New Hampshire, and Rhode Island. The partnership, announced this week at CCUA’s CU Marketplace tradeshow, will empower the two organizations to work together (or independently) to further meet the marketing and statement needs of credit unions across CCUA’s footprint in the Northeast.

“Collaboration is the core of the credit union system, and we are thrilled to be working with our colleagues at CCUA to help their member credit unions in this new capacity,” shared Tim Brooks, Vice President of Marketing Services at Synergent. “Credit unions who partner with Synergent through this new arrangement will gain an extension of their teams, receiving strategic consultation, marketing assistance, and exceptional support where and when needed.”

Synergent’s data-driven marketing can connect directly with a credit union’s core or leverage data extracts to ensure campaigns feel personal and are relevant to the members receiving the communications. Its Marketing Suite of Services includes Member Email Automation, Transactional Data Mining and Targeted Marketing, Onboarding and Reboarding Communications, and Core Conversion Communications. Synergent also works with credit unions on overall marketing strategy, social media content and website development, and communication campaigns around mergers, products, and service adoption.

“We are thrilled to introduce The Synergent Advantage to our member credit unions,” shared Melissa Pomeroy, Chief Revenue Officer at the CCUA. “The CCUA credit union community is sure to benefit from access to data-driven marketing through Synergent’s offerings and we are proud to expand our member services with this partnership.”

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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. For more information, visit www.CCUA.org

About Synergent®

Founded by credit unions in 1971, Synergent® is a managed services provider that offers state-of-the-art and innovative core processing, in-demand payments, technology, and marketing services. As a service-driven and cost-effective host of Jack Henry™ Symitar® core processing, Synergent provides credit unions with the products and services they need to succeed. No matter what the product, our clients can count on Synergent to choose it, install it, integrate it, and help credit unions get the most out of it so they can focus on providing the best service experience possible to their members. For more information on Synergent, please visit www.synergentcorp.com or call 800-341-0180.