



U.S. Credit Unions Select NCR's Digital Insight™ Solutions to Improve Digital Banking

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California, Texas and Arizona-based financial institutions team with NCR on online & digital banking

ATLANTA--(BUSINESS WIRE)--Sep. 12, 2018-- [NCR Corporation](#) (NYSE: NCR), a global leader in omni-channel solutions, today announced that three community financial institutions (CFIs) – California-based [Parsons Federal Credit Union](#), Texas-based [Educators Credit Union](#), and Arizona-based [AERO Federal Credit Union](#) – will all look to evolve their self-service experience using NCR's [Digital Insight solutions](#).

Banks and credit unions turn to Digital Insight solutions for innovative digital banking that helps them engage more meaningfully with their customers and members while expanding their use of online and mobile banking.

"The banking industry is facing unprecedented changes in consumer behavior and expectations, leading to increased competition to stand out and create the very best experiences," Frank Gauld, VP and GM, NCR Banking. "By leveraging our own cross-industry, cross-channel expertise and employing a 'Design Thinking' approach to innovation, we're able to work closely with our customers to help build stronger relationships with their members."

NCR's Design Thinking approach leverages research and empathy-based techniques to deeply understand customer needs, then employs ideation and rapid experimentation to determine how financial institutions can best solve for these needs with a digital solution. Parsons, Educators and AERO look forward to delivering experiences informed by this approach to better serve their members.

For Parsons FCU, a virtual credit union that serves a sponsor company with more than 100 offices worldwide, technology solutions must be second to none. Delivering a superior user experience is extremely important to help fulfill Parsons' goal of exceeding its members' expectations of the new norm.

"Financial institutions are all racing to be at the forefront of digital innovation – no matter what their size – and through technology, they have been able to challenge the traditional belief that the biggest player always wins," said Ray Crouse, President and CEO, Parsons Federal Credit Union. "Credit unions like us can now compete toe-to-toe and seize market share that wasn't possible before, opening doors to endless opportunities. We chose to partner with NCR because we believe they've proven themselves as leaders in the fintech space; specifically, within mobile."

Branch transformation requires a combination of hardware, software and services to achieve the right strategic mix of personnel-assisted and self-service channels to evolve the branch environment and deliver an exceptional customer experience. Educators CU is adding Digital Insight solutions to complement its members' experience.

"In looking for a new online banking platform we wanted a product that could not only offer our members more functionality, but also provide them with those features that today's consumers expect – ultimately, NCR stood out," said Rachel Wilde, Marketing Director, Educators Credit Union. "They have a proven track record and our goals align; we're focused on offering innovation for our members and they have that same focus for their customers."

AERO recognized the need to provide its member base with a new, improved experience that would expand its footprint within digital banking: "We took an in-depth look at several different competing platforms to improve our member experience," said Bryce Mortensen, VP/Information Technology, AERO. "But in the end, NCR had the most mature, feature-rich platform, with tangible existing third-party integrations that allow us to provide a full digital banking experience for our members."

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in omni-channel solutions, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables nearly 700 million transactions daily across financial, retail, hospitality, travel, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier. NCR is headquartered in Atlanta, Ga., with about 30,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries. NCR encourages investors to visit its website which is updated regularly with financial and other important information about NCR.

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