

jack henry™

Symitar® Account Alerts

Credit Union Experiences



For nearly 40 years, credit unions have experienced the many benefits offered by the Symitar® core solution from Jack Henry™. The Jack Henry Symitar Solutions team develops and maintains add-on modules to extend the core's capabilities, including Symitar Account Alerts. With Account Alerts, credit unions can go beyond self-service by proactively anticipating member needs and not relying on account holders to enroll in important financial alerts that will keep them informed and help prevent fraud.

Here are three Symitar credit unions who've leveraged Account Alerts' capabilities:

SUMA Federal Credit Union

SUMA Federal Credit Union's website publicizes that the credit union has historically provided the highest savings rates, the lowest loan rates, and eliminated annoying fees in the interest of helping its members along their financial path. Along with great rates and waived fees, SUMA FCU strives to make doing business with the financial institution convenient and easy. Symitar Account Alerts is one way the credit union offers proactive member service. Three years ago, SUMA FCU sought a solution to take control of alert subscriptions and help increase member satisfaction. When Account Alerts was first installed, about 3,000 alerts were being sent. Now, with all the different alert types available, 17,400 alerts are sent monthly to its satisfied 7,600 members. Recently, SUMA FCU also integrated Symitar Account Alerts with Jack Henry's Banno Digital Platform™ to offer one centralized experience. Yuriy Fizer, VP of Technology and Innovation, expects alert enrollment to increase even more as a result.

Affinity Plus Federal Credit Union

Adopting a proactive member service strategy has allowed Affinity Plus to make Symitar Account Alerts available in their online and mobile banking applications through the Alerts API and providing Alerts user interfaces that they designed. The result is that last month, over 300,000 alerts were sent with 216,000 by SMS text – for a member count of 248,000. According to Teri Laufers, Chief Information Officer, Symitar Account Alerts helps the credit union fulfill their mission of improving the lives of members through meaningful banking, exceptional experiences, and trusted relationships. Affinity Plus has recognized the crucial role financial alerts play in notifying members about balance, transactions, and account activity in near real-time.

Blackhawk Community Credit Union

Blackhawk Community Credit Union is always looking for products and services that support their mission of empowering members to reach their financial goals. They know that notifying members of particular account activities is a benefit. Lindsey DeBartelo, Chief Operating Officer, indicates their credit union management team was initially attracted to Symitar Account Alerts for its batch enable feature. To deploy this feature, the credit union ran batch enable in "catch-up mode" to turn on alerts for members with a checking account or loan who also had a valid email address on file. The nightly process now selects any new accounts meeting the set criteria. The credit union then selects member accounts for specific alerts like the "non-sufficient funds notice" and the "loan is past due" alert. Blackhawk Community Credit Union members no longer have to wait for a paper notice to come in the mail and they can take action prior to fees being incurred. Symitar Account Alerts offers a great option for Blackhawk Community Credit Union to communicate with their 51,000 members in near real-time.

connecting possibilities

Enhance your member experience and strengthen trust
with automated [Account Alerts](#).

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