



FIRST WEST CREDIT UNION SET TO IMPLEMENT FICANEX AI-POWERED CHATBOT SOLUTION THIS YEAR



TORONTO, ON – June 26, 2020 - **FICANEX**® is pleased to announce that **First West Credit Union** is the latest financial institution to have chosen to adopt **tunl.chat** this year. Equipped with AI-powered capabilities, tunl.chat will enable conversational banking for more than 250,000 credit union members across First West's four locally-known brands – Envision Financial, Valley First, Island Savings, and Enderby & District Financial – as well as for others seeking information about financial products and services on their websites and other digital channels.

With the power to provide answers in any service category imaginable, tunl.chat has the ability to fully automate up to 70% of inquiries on a 24/7 basis, empowering employees to focus on high-value interactions while reducing call centre wait times. Access to extensive data analytics helps identify key opportunities to improve the service experience and increase customer satisfaction.

“As an organization that thrives on innovative solutions to drive value for our members, tunl.chat will allow us to meet the increasingly growing expectations of those that are looking to solve their banking questions on their own schedules,” says Angela Brown, Head of Brand Engagement and Storytelling at First West Credit Union. “The added ability to personalize the member experience and tailor each journey within the chatbot allows us to further align the tool with our brand and how we communicate with our members across our different channels today.”

“FICANEX is continuing to see growing interest in customer service automation from member financial institutions across the country, and we are proud to have First West Credit Union join the list of clients that will be implementing this innovative solution,” says Michael Barr, Chief Customer Officer at FICANEX. “COVID-19 has drastically changed the way that people engage with their financial institutions, and the current situation has placed significant pressure on credit unions and Tier 2 banks of all sizes. Our solution is designed to help these organizations respond proactively by ensuring they are equipped with the technology needed to handle the influx of inquiries, all while delivering a substantially enhanced customer service experience,” added Michael.

About FICANEX:

FICANEX consists of FICANEX Services Limited Partnership which owns and operates THE EXCHANGE Network; Canada's largest surcharge-free ATM network, and FICANEX Technology Limited Partnership which developed and supports the tunl. technology platform; providing next-generation digital services for over 170 financial institutions across Canada, allowing them to effectively compete in the digital era of financial services.

For more information please visit:

www.ficanex.ca

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About First West Credit Union:

First West Credit Union offers members the financial strength, comprehensive product selection and extended branch network of a large financial institution while maintaining local brand identities and a unique grassroots approach to service. Led by Launi Skinner, First West is British Columbia's third-largest credit union with more than \$14 billion in total assets and assets under administration, more than 250,000 members and approximately 1,400 employees. It operates 51 branches throughout the province under the Envision Financial, Valley First, Island Savings and Enderby & District Financial brands.

For more information please visit:

www.firstwestcu.ca

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