



BAYVIEW CREDIT UNION LAUNCHES THE FIRST FICANEX AI-POWERED CHATBOT IN NEW BRUNSWICK

tunl.chat



TORONTO, ON – March 24, 2021 - **FICANEX**[®] is pleased to announce that **Bayview Credit Union** is the first financial institution in New Brunswick to launch their customized **tunl.chat** AI-powered chatbot named Benny. For over 25,000 members and many others interested in Bayview Credit Union's diverse selection of products and services, Benny now provides personalized, conversational banking with just a few clicks.

Bayview Credit Union is the latest and largest credit union in New Brunswick to join a growing list of financial institutions across Canada seeking to quickly adapt to their members' needs for digital self-service. As a local leader focused on innovation, Benny allows Bayview Credit Union to offer an improved and superior customer service experience for members 24/7, 365. Through Artificial Intelligence and machine learning, Benny has the power to answer chatter questions on an endless list of topics and can fully automate up to 70% of inquiries, leading to employees focusing on high-value, revenue generating interactions and reducing call wait times.

"Our primary objective is to serve our members. That means understanding them and their needs and responding accordingly as we move into an increasingly digital era. We are excited to introduce our members to Benny and see them embrace innovation as a means of getting assistance anytime, anywhere. It is a proud moment for us as a credit union to be the first in New Brunswick to adopt this solution and we are looking forward to watching Benny learn more each day." says Lisa Loughery, CEO at Bayview Credit Union.

"We are delighted to have worked with Bayview on this project and see Benny come to life after months of hard work. Current events have certainly changed the way people are banking, but tunl.chat makes getting answers to questions simple and convenient. Benny looks spectacular and I am looking forward to seeing how Bayview Credit Union members and others visiting their website will embrace this solution." says Andrew Obee, President & CEO of FICANEX.

About FICANEX:

FICANEX strives to empower financial services providers to accelerate innovation by providing next-generation digital services for over 160 financial institutions across Canada, allowing them to effectively compete in the digital era of financial services. 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.

For more information please visit:

www.ficanex.ca

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About Bayview Credit Union:

Bayview Credit Union is full-service financial institution located in New Brunswick and is the largest credit union in the province, providing a broad spectrum of financial services to over 25,000 owners across 7 branches. Bayview Credit Union prides itself in an ownership structure that is designed to service their members' needs in the best way and committing themselves to provide them with the skills and information they need to realize their financial goals. From their inception, Bayview CU remains dedicated to serving its community and its members.

For more information please visit:

www.bayviewnb.com

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