



NORTHERN CREDIT UNION LAUNCHES FRED; THE TRUE NORTH AI-POWERED DIGITAL ASSISTANT

tunl.chat



TORONTO, ON – November 25, 2020 - **FICANEX**® is thrilled to announce that **Northern Credit Union** is the most recent financial institution to launch their customized **tunl.chat** AI-powered chatbot, Fred. For over 75,000 of their members and many other website visitors, Fred will provide conversational banking with one simple click, no matter when and where chatters need assistance or more information about Northern Credit Union's numerous products and services.

Northern Credit Union joins a growing list of financial institutions looking for ways to provide self-service and a superior customer service experience for their members in an ever-changing digital age. Through Artificial Intelligence and machine learning, Fred has the power to answer chatter questions on an abundance of topics and can fully automate up to 70% of inquiries, allowing employees to focus on high-value interactions and significantly reducing call wait times. With access to extensive data analytics, Northern Credit Union will be able to identify key opportunities to improve the service experience and increase customer satisfaction.

"We are delighted to have again worked with Northern so closely and to see the culmination of their hard work in bringing Fred to life – it looks terrific. I am looking forward to all the ways in which Fred will serve Northern Credit Union members at a time where digital self-service and having access to information anytime, anywhere is more important than ever." says Andrew Obee, President & CEO of FICANEX.

"Our promise has always been to focus on our members and build stronger relationships with them by finding new ways to create value and enhance the member experience. We are excited to introduce Fred as a way for our members and prospective members to learn more about everything Northern Credit Union has to offer. With membership across Ontario, our chatbot will allow us to meet our member expectations in new and innovative ways." says Liisa Woolley, SVP of Member Experience at Northern Credit Union.

About FICANEX:

FICANEX strives to empower financial services providers to accelerate innovation by providing next-generation digital services for over 165 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 Northern Credit Union:

Northern Credit Union is a full-service, locally operated financial institution, offering personal and commercial products and services and financial planning expertise to more than 75,000 member shareholders. Serving 29 Ontario communities, Northern is committed to educating members about financial literacy and providing the tools to help members achieve their financial goals.

For more information please visit:

www.northerncu.com

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