

**LUMINUS FINANCIAL BECOMES THE LATEST IN CANADA
TO JOIN THE LIST OF TUNL.CHAT NATIONAL IMPLEMENTATIONS**



TORONTO, ON – September 15, 2020 - **FICANEX**[®] is pleased to announce that **Luminus Financial** has joined the growing list of clients that will be adopting **tunl.chat**[™] to create an operationally streamlined and improved member experience. Equipped with AI-powered capabilities, tunl.chat will enable conversational banking for over 4,500 credit union members, as well as an unlimited number of other potential members seeking information about Luminus Financial's products and services on their website. Built with AI-powered capabilities and acting as a digital assistant, the chatbot will help bring the branch experience to life on Luminus' most utilized digital channel, and further maximize staff impact across the financial institution's two branches.

"As a credit union with 17 staff members stationed across two branches, the effects of increased call volumes and surge in inquiries throughout the pandemic have been greatly felt—and we want to ensure that we're able to maintain our level of service in the most sustainable way possible. tunl.chat is the quickest and most flexible solution that we considered, and we look forward to bringing this custom solution to life for our member-owners, and potential member-owners, very soon," says George De La Rosa, CEO of Luminus Financial.

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. Providing a human touch when it is needed most has proven to be a challenge—and tunl.chat empowers employees to focus on high-value interactions while reducing call wait times. Access to extensive data analytics helps identify key opportunities to improve the service experience and increase customer satisfaction.

"The needs of our credit union clients are changing rapidly, and we're so proud to have a solution that allows them to provide the level of service that their members have become so accustomed to. As the general public's banking habits are changing as a result of the pandemic, so are their needs and they continue to grow as the situation continues to evolve and impact a greater number of people. We are thrilled to be working with Luminus Financial in bringing this solution to their members, especially when they need it most." says Andrew Obee, President & CEO of FICANEX.

As Luminus Financial joins the growing list of financial organizations across the country to implement this service, FICANEX continues to see significant interest in customer service automation throughout the market. AI-powered conversational engagement is the future of the self-serve customer experience, and tunl.chat is the leading solution for credit unions and Tier 2 banks of all sizes across Canada.

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

Contact Information:

Andrew Obee, President & CEO
FICANEX
(289)-242-1472
Andrew.Obee@Ficanex.ca

Michael Barr, Chief Customer Officer
FICANEX
(905)-864-5992
Michael.Barr@Ficanex.ca

About Luminus Financial:

Luminus Financial, founded in 1951, provides Clearly Better Banking solutions to over 5,000 Member-Owners across Southern Ontario. With over \$190 million in assets, and two branches centrally located in Downtown Toronto and the community of Weston, our vision is to be our Member-Owners' first choice for financial products, services and advice.

For more information please visit:

www.luminusfinancial.com

Contact Information:

George De La Rosa, CEO

Luminus Financial

(416)-366-5534 ext. 227

GDeLaRosa@LuminusFinancial.com