



Accelerate Your Processes with Text Messaging

Eltropy is a Text Messaging-based platform that enables credit unions to communicate with members over Text in a secure and TCPA-compliant way. Text Messaging technology from Eltropy enhances member experience, boosts member engagement and drives asset growth for CUs. Eltropy provides a “single solution” to meet all the text messaging needs of a credit union - Lending, Collections, Branch, Sales, Marketing, Service, and Risk Management.

Why This Provider Over Another?

- It is built specifically for Credit Unions, keeping in mind the needs of each team such as Lending, Collections, Branch, Sales, Marketing, Service, and Risk Management.
- It is easy-to-use and provides a better member experience as the platform integrates with existing IT systems at CUs such as Symitar, Corelation, Salesforce, etc.
- It allows credit union content to be more accessible to prospective members, along with tracking engagement, creating lead generation and increasing credit union membership.

How Do Credit Unions Benefit?

The collaboration between CSS and Eltropy enables credit unions to leverage a proven and superior text messaging solution in the market at a discounted rate. Additionally, this alliance empowers credit unions to use a single solution for all their text messaging needs.

Our Solutions

The Eltropy technology provides credit unions with three key values:

- Compliance and security: text messaging compliant with FCC/TCPA regulations and secure information sharing
- IT integrations: out-of-the-box integrations with core systems (like Symitar, Corelation), CRMs (like Salesforce) and other IT systems
- Intelligence and Analytics: built in ROI, member engagement reports and insights to drive business decisions



For more information about how your credit union can engage members and non-members with this valuable resource, email consult@myleverage.com.

