



## **WATER AND POWER COMMUNITY CREDIT UNION PARTNERS**

### **WITH CO-OP FINANCIAL SERVICES ON DIGITAL TRANSFORMATION**

*Innovative Banking Solutions, Member-Centric User Experiences at Heart of Partnership*

**For Release on July 00, 2018:**

**RANCHO CUCAMONGA, California** – Looking for a business partner to help it digitally transform its services to members, Water and Power Community Credit Union has contracted with CO-OP Financial Services for products addressing member needs at virtually every touchpoint.

WPCCU ([www.wpcu.org](http://www.wpcu.org)), based in Los Angeles California, is a longstanding participant in the CO-OP Shared Branch network of more than 5,700 branch locations and CO-OP ATM network of nearly 30,000 ATMs nationwide. It will now use CO-OP Terminal Driving services to help manage its own ATM fleet, as well as use CO-OP PIN/Signature Debit and CO-OP Full-Service Credit to process cardholder transactions. WPCCU has also retained CO-OP's call center services for direct member-facing customer service.

"We made a philosophical decision to go with CO-OP because we believe they are the best organization to help us with our digital transformation," said Celeste Zibelli, Vice President, Marketing and Financial Services for WPCCU. "We wanted a partner, not a vendor. CO-OP offers a symbiotic relationship because they are credit union-owned – they have a deep commitment to and understanding of credit unions."

"CO-OP strives to serve as a consultative partner with every client, and this close working association has never been more important than now, as together as an industry we are on a digital transformation journey," said Matt Kardell, Chief Revenue Officer for CO-OP Financial Services. "We are very excited to have an expanded opportunity to contribute to WPCCU's successful delivery of outstanding member service."

#### **A Technology and solutions Ecosystem for Credit Unions**

The CO-OP technology and solutions ecosystem for credit unions is designed to meet consumer demands for seamless, secure and omni-digital user experiences, which also played a key part in WPCCU's decision.

"By working with CO-OP on many different member services, we can better offer a consistent experience for both members and our staff," said Zibelli. "We want to deliver really innovative banking solutions and empower our team members to provide amazing user experiences to members, and partnering with CO-OP will help us achieve that promise."

"Another factor in our partnering decision is the need to know our members as thoroughly as we possibly can," said Zibelli. "To do that, we need all the data we can get our hands on, and by working with CO-OP at a variety of member touchpoints, they will be able to help us from a master data management standpoint."

## **About CO-OP Financial Services**

CO-OP Financial Services is a payments and financial technology company whose mission is ensuring the success of the credit union movement. CO-OP payments solutions, engagement services and strategic counsel help credit unions optimize member experiences to consistently provide seamless, personalized multi-channel offerings, while delivering secure, sophisticated fraud mitigation service. For more information, visit [www.co-opfs.org](http://www.co-opfs.org).

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