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Vizo Financial and Vertice AI Join Forces to Deliver Data-Driven Credit Union Growth Strategies

Greensboro, N.C. (November 4, 2024) – Vizo Financial and Vertice AI, an industry leader in AI-powered member growth and marketing effectiveness solutions for credit unions, have partnered up to bring never-before-seen growth strategies to credit unions through the use of data, advanced analytics and AI. By combining the power of intelligent technology and the well-established relationships of these two organizations, credit unions will have access to a solution that can transform the entire member experience in a way that meets and anticipates their needs now and in the future.

“Our collaboration with Vertice AI aligns with our mission to empower credit unions,” said Fred Eisel, president/CEO of Vizo Financial. “This partnership introduces a game-changing solution that will enable all credit unions to gain deep insights into their members' needs, creating a better member experience and driving sustainable growth.”

Mitch Rutledge, CEO of Vertice AI, also shared his vision for the partnership. “By joining forces with Vizo Financial, we're not just offering a product – we're catalyzing a transformation in how credit unions engage with their members. Our AI-driven insights, combined with Vizo Financial's industry leadership, will enable credit unions to deliver hyper-personalized experiences that resonate with their members' financial journeys.”

This cooperative alliance signals a new era for credit unions, where institutions of all sizes and niches can embrace AI with less apprehension and more benefits than ever before. With the ability to leverage existing data to deliver member and product insights, as well as options to scale the AI solution, this service paves the way for sustainable member growth and retention with relative ease and minimal resources.

“Historically, credit unions have been slow to adopt new technologies such as AI, but the innovative nature of Vertice AI's platform opens up a new world of expansion opportunities for all credit unions,”

said Rodney May, Vizo Financial’s SVP/chief engagement officer. “We believe that our joint venture to help institutions grow through data and analytics will be a driving force in positioning credit unions for the future.”

To provide credit unions with more details about the partnership between Vizo Financial and Vertice AI, as well as the ins and outs of the service, Vizo Financial will be hosting a webinar on November 19, 2024, at 2:00 p.m. ET. [Register today](#) for this informative webinar.

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About Vizo Financial Corporate Credit Union

Vizo Financial Corporate Credit Union is a cooperative built by credit unions. We’re a state-chartered corporate credit union and a provider of back-office solutions in the areas of money management, payments, core processing and education. We’re a forward-thinking organization that places a strong emphasis on innovation, strategy and building connections. But, even more than that, we’re allies for the CUSOs, leagues, chapters and 1,000+ credit unions that we serve. Our mission is to help drive credit union success through proven EXCELLENCE, unmatched EXPERTISE and engaged PARTNERSHIPS. Discover more at www.vfccu.org.

About Vertice AI

Vertice AI leads the charge in member growth solutions, harnessing the power of predictive analytics and AI to empower credit unions with data-driven insights. Specializing in machine learning, Vertice AI's solutions optimize decision making and drive measurable outcomes. Learn more at www.verticeanalytics.ai and follow Vertice AI on [LinkedIn](#).