



VALLEY CREDIT UNION BECOMES FIRST IN ATLANTIC CANADA TO LAUNCH AI-POWERED CHATBOT SOLUTION

tunl.chat



TORONTO, ON – November 12, 2020 - **FICANEX**® is pleased to announce that **Valley Credit Union** has launched Val, their custom-built AI-powered chatbot using tunl.chat technology. Through machine-learning and artificial intelligence, Val is able to provide conversational banking support on a 24/7 basis to Valley Credit Union's 11,000 members and many other website visitors as they inquire about the financial products and services available to them.

Valley Credit Union joins a growing list of financial institutions across the country that are implementing this innovative solution and is the first of many to do so in Atlantic Canada. As a credit union that prides itself on being truly local, Val has the ability to provide Valley's community the superior customer service experience they deserve anytime, anywhere.

"We are proud to call the Annapolis Valley home and our goal has and will always be to serve and support our local community. Investing in our community through tunl.chat means that we can continue to provide value to our members and meet their needs in a quickly evolving digital era. We are proud to be the first credit union in Atlantic Canada to embrace this innovation and help our members get answers when and where they need them." says Len Ells, President & CEO at Valley Credit Union.

"With the current state of our world, the needs of our credit union clients and their members are evolving quickly, and we are so thrilled to have worked with Valley Credit Union on the launch of their chatbot as a bold response to these changing demands. Val looks fantastic and I am looking forward to seeing how Valley Credit Union members and site visitors alike embrace this new digital solution." says Andrew Obee, President & CEO of FICANEX.

Having the power to provide answers for an infinite number of service categories, tunl.chat is able to fully automate up to 70% of inquiries. This leads to empowered employees that are able to focus on high-value interactions while reducing call wait times. Access to extensive data analytics further helps identify key opportunities to improve the service experience and increase customer satisfaction.

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 Valley Credit Union:

Valley Credit Union is a truly local full-service financial institution situated in the beautiful Annapolis Valley of Nova Scotia offering a broad spectrum of financial services to more than 11,000 members across its 7 branches. Valley CU believes in putting people before profits, and brings value to those it serves through ownership, personal service, convenient and flexible banking options, skilled and knowledgeable staff, and a commitment to the communities in which it operates. Valley Credit Union regularly provides financial and volunteer support to local organizations across the community to support the local economy.

For more information please visit:

www.valleycreditunion.com

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