

## **MeridianLink LoansPQ Selected by Nation's Largest Indirect Lending Credit Union**

### **Security Service Federal Credit Union (SSFCU) implements automated lending and new deposit account technology to develop a stronger sales culture**

Website

COSTA MESA, Calif., Jan. 15 /PRNewswire/ -- MeridianLink, a provider of automated credit and lending technology for financial institutions, announced that Security Service Federal Credit Union (SSFCU), the nation's largest indirect lending credit union, has selected their LoansPQ Enterprise automated lending and new deposit account platform.

"We chose MeridianLink and their LoansPQ Enterprise platform because it meets our strategic goals," noted Jay Winslow, CIO at SSFCU, an organization with over \$3.9 billion in assets and more than 585,000 members. "We want to position ourselves to forge stronger and broader member relationships by presenting and cross-selling products in a more proactive way. Furthermore, we selected LoansPQ Enterprise because it enables us to provide our members the convenience of an expanded set of valuable on-line services."

Retaining indirect members

As the nation's largest indirect lending credit union, SSFCU has been successful in acquiring new members through its strong affiliation with automotive dealerships. The goal for SSFCU moving forward is to increase retention and expand member relationships.

The LoansPQ Enterprise Xpress Accounts function provides an effective means of attaining this goal. Xpress Accounts instantly creates offers for other products, such as money market accounts and personal loans, at the time the indirect lending account is established. "LoansPQ builds a stronger bridge for us to retain indirect lending members and have the opportunity to become their primary financial institution," said Winslow.

Maximizing lending opportunities

Overall, the LoansPQ Enterprise platform streamlines member acquisition and loan origination processes, generates loan and deposit cross-selling opportunities and facilitates paperless processes through the use of digital signatures and document imaging. More importantly, the platform provides powerful tools that make it easy for credit unions to develop a stronger culture of sales.

"We want to be able to provide our members more opportunities to meet their financial needs," said Winslow. "LoansPQ presents personalized loan offers at the point of sale, where we have a great opportunity to become a valued and lasting resource for the member."

About MeridianLink

MeridianLink, Inc. is a leading provider of enterprise business solutions for over 26,000 end-users in the financial services industries. The company's passion for excellence is reflected in their web-based credit reporting, lending, and new membership/deposit opening technologies, which all enjoy solid reputations as being cutting edge, reliable, and affordable. Based in Costa Mesa, California, MeridianLink is committed to creating "Smart Solutions" that deliver "Real Value." For more information, visit <http://www.meridianlink.com/>.

About Security Services Federal Credit Union

Security Service Federal Credit Union is the largest credit union in San Antonio, TX, and the eleventh largest credit union in the nation. Recognized as a leader in the credit union industry, Security Service has implemented the latest technology to improve convenience and service to its members. With more than \$3.9 billion in assets and membership exceeding 585,000, the credit union has 21 South Texas service centers and eight Colorado facilities. For more information on Security Service Federal Credit Union, visit <http://www.ssfcu.org/>.