

DRIVE GROWTH AND DIGITAL ADOPTION WITH A SEAMLESS AND AUTOMATED REFERRAL PROGRAM IN DIGITAL BANKING

Marketers at credit unions know a personal recommendation is more powerful than any marketing message. For credit unions, word-of-mouth is a long-established driver of new members and deposits; however, referral programs can be difficult to implement, maintain, and scale across your digital channels. With the Extole and Candescent Digital Banking integration (formerly NCR Digital Insight), you can easily turn your online banking channel into a powerful marketing engine with a modern, scalable, and secure referral program.



STREAMLINE SHARING WITH SINGLE SIGN-ON

With the easy-to-setup single sign-on integration between Candescent and Extole, members can securely access sharing experiences and advocate dashboards. Your referral program becomes an embedded part of the online and mobile banking apps with no extra steps required. This more-integrated experience puts your referral program right where your members expect to find it and makes it easy for them to share!



DELIVER AUTOMATED REWARDS IN REAL-TIME

The Extole integration with Candescent helps deliver a modern, real-time referral program with fully automated rewards that your members will love. Since members must be logged in to online banking to access the program digitally, Extole is able to leverage a non-PII member ID from Candescent when posting statement credit rewards back to your core banking system, making reward fulfillment a seamless experience for both you and your members!

