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Solarity Credit Union Celebrates the Opening of Pilot Engagement Center in the Heart of Yakima.

(Washington, United States, Tuesday, February 14th, 2017)

Solarity Credit Union, a not-for-profit financial cooperative serving the needs of over 50,000 members locally, has announced that its pilot Engagement Center has opened its doors on Nob Hill Boulevard in Yakima. The concept allows Solarity's guides to focus on the needs of local members at the new location by leveraging the latest advances in smart banking technology.

As the financial industry and banking landscape changes and develops, Solarity's new Engagement Center has evolved to meet the needs of its members. A wide variety of needs can be completed in a comfortable member-friendly space - an ideal environment for learning more about their members.

Engagement Center Guides (ECGs) are on hand to help customers learn about and simplify every process with ease and confidence. The ECGs are highly skilled, service-minded Solarity employees dedicated to providing a full-service experience. The enthusiastic staff assembled are trained in all aspects of the organization as well as conversationally competent in areas like mortgages and business.

"Highly trained ECGs paired with an open-concept layout and technology will allow for deeper conversations and interactions with members," stated Sam Johnson, Member Experience Manager, Solarity Credit Union. "The combination of Smart ATMs, technology, and training in the Engagement Center has created a location that will make our members' lives easier by providing simpler ways to complete transactions and create more opportunities for our ECGs to interact and build strong relationships with members."

In 2017, consumers enjoy more sophisticated levels of knowledge, expertise, and degrees of engagement - whether face to face or via technology. A first of its kind in the area, the Solarity Credit Union Engagement Center concept is designed to become a transformational experience for both new and existing members by focusing on the interaction - not transactions.

People in town can now easily open a new account, experience a hands on financial workshop, engage with a mortgage expert via video conferencing, get started with a loan and use a Smart ATM all by simply dropping into the convenient location.

About Solarity Credit Union:

With over \$1 billion in assets under management, Solarity Credit Union's digitally focused community-centric co-op currently serves more than 50,000 members and offers a comprehensive range of products and services to meet ever-evolving financial needs. Membership is open to everyone who lives, works, worships, or attends school within a Washington State school district. Think of our website as a digital financial guide at your fingertips. Visit solaritycu.org today.

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