

## PRESS RELEASE

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### **CreditUnions.com Announces 2023 Innovation Series Winners**

**Washington, DC** – CU NextGen, SundaySky, and VisiFI are the winners of CreditUnions.com’s fifth-annual Innovation Series. The 2023 series explored innovations in three categories: digital, lending, and member experience.

The winners were selected by credit union executives after viewing webinars in which each of 12 finalists – four in each of the three categories – had 10 minutes to present their solution and its potential impact on their members and the credit union industry.

CU NextGen was voted winner in the lending category, while SundaySky won the member experience category, and VisiFi was selected top in the digital category.

CU NextGen has developed a lending innovation that is solving credit union members’ needs in real-time and keeping them out of the hands of risky payday lenders. The Automated Microloan is a solution housed in credit unions’ online and mobile banking systems that allows members to request a personal loan of up to \$2,000 at any time of the day – seven days a week. This loan is funded with no credit check and instantly gives approval and funding – all powered by CU NextGen’s automation and AI technology – providing members relief when they need it most.

SundaySky helps credit unions drive better member engagement through the combined power of video and personalization. SundaySky’s easy- to-use platform provides the video expertise needed to quickly and efficiently create, personalize, and deliver videos at an unmatched scale across any member moment, channel, and audience. Engaged members deposit more, expand into other product lines, are less costly to service, and are more likely to tell a friend.

VisiFi’s digital lending app is designed for members, they folded in AI, behavioral science, and creative lending techniques to create a workflow and an atmosphere that brings loans into the credit union by speaking to members in their language. Studies show members want their FI to assist them with their financial decisions, and VisiFi’s workflow makes it easy and enjoyable!

See more about each of the finalists and the winners at [CreditUnions.com](http://CreditUnions.com):

<https://creditunions.com/features/meet-the-finalists-for-the-2023-innovation-series-lending/>

<https://creditunions.com/features/meet-the-finalists-for-the-2023-innovation-series-member-experience/>

<https://creditunions.com/features/meet-the-finalists-for-the-2023-innovation-series-digital/>

#### **About Callahan & Associates**

*For more than 35 years, Callahan & Associates has helped credit union leaders make informed strategic decisions to ensure their long-term relevancy. We do this by helping credit unions measure performance, identify strategic opportunities, and build collaborative networks, all through a mission-focused lens. Learn more at [www.callahan.com](http://www.callahan.com).*