



**FOR IMMEDIATE RELEASE**

## **Vizo Financial Partners with StrategyCorps for Share Draft Rewards Program**

**Greensboro, N.C.** (January 20, 2021) – A partnership between Vizo Financial Corporate Credit Union and retail checking solutions industry leader StrategyCorps will deliver actionable analytics and modern rewards solutions to Vizo Financial’s member credit unions. StrategyCorps’ share draft mobile rewards program will provide opportunities to increase member satisfaction, share draft performance analysis, and member-friendly fee income.

StrategyCorps’ CheckingScore® solution will allow credit unions to receive custom performance analysis and insight that highlight growth opportunities as well as with specific product recommendations.

Additionally, BaZing — StrategyCorps’ customizable, white-label mobile rewards — will allow credit unions to give back to their members, providing them with local merchant and online retailer discounts, cell phone protection, 24-hour roadside assistance, travel accidental death coverage, personal identity theft protection, identity monitoring, and health savings discounts. This will help credit unions to better digitally engage with their members and generate deeper relationships that will drive future earnings.

“Share drafts remain a cornerstone product for credit unions, so why not share with them an innovative program to improve that service for their members and also create an additional revenue stream?” said Jeffrey Stoner, chief strategy officer for Vizo Financial. “StrategyCorps is well-versed in amplifying a typical share draft program to make it an attractive and rewards-driven service. This partnership brings together expertise and resources that our credit unions can leverage for sustained share draft and money-earning growth.”

“In today’s credit union and member marketplace, products are more important than ever to drive member engagement and growth — especially those products that can be delivered in a mobile-first platform,” said Mike Branton, partner at StrategyCorps. “We’re excited to partner with Vizo Financial to bring our proven solutions to their member credit unions and help Vizo Financial deepen and strengthen the relationships they have with their membership.”

To learn more about Vizo Financial’s share draft rewards program with StrategyCorps, please visit [www.vfccu.org](http://www.vfccu.org) or contact (800) 622-7494.

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***About Vizo Financial Corporate Credit Union***

Vizo Financial Corporate Credit Union’s goal is to drive credit union success through proven EXCELLENCE, unmatched EXPERTISE and engaged PARTNERSHIPS. It is a state-chartered corporate credit union that serves CUSOs, leagues, chapters and more than 1,200 credit unions in the U.S. and Canada. Vizo Financial provides money management, payments, technology, risk management and people development solutions. For more information, please visit [www.vfccu.org](http://www.vfccu.org).

***About StrategyCorps***

StrategyCorps helps financial institutions grow core deposits, fee income and overall retail checking relationships with innovative and energizing solutions to differentiate their checking products and enhance profitability. Nearly 350 banks and credit unions employ the organization’s analysis tools, white-labeled reward products and mobile solutions for checking success. For more information, please visit [www.strategycorps.com](http://www.strategycorps.com).