



www.williammills.com



NEWS RELEASE

Wings Financial Credit Union Implements Gro Account Opening

New mobile member application allows for easy account opening with minimal data entry

ATLANTA – Feb. 25, 2016 – [Gro Solutions](#), a leading provider of digital growth solutions for banks and credit unions, announced that \$4.2 billion, Apple Valley, Minn.-based [Wings Financial Credit Union](#) is the latest financial institution to implement Gro Account Opening, which simplifies the opening of new Wings Financial Credit Union accounts.

Gro Account Opening leverages GPS, imaging, wireless carrier data, email address parsing and other features to limit manual text input during account opening. New mobile-first and mobile-only members can stay in their chosen channel for the complete process.

“Wings Financial is committed to providing unparalleled member service, both in-person and digitally, especially when onboarding new members,” said John Wagner, SVP of Member Experience from Wings Financial Credit Union. “Gro Account Opening significantly improves the consumer experience by minimizing the number of steps our new members must take to open a new account and become a fully engaged member.”

“When it comes to the account opening process, digital consumers expect a concise workflow that minimizes data entry, otherwise they abandon the process and new accounts often go unfunded,” said David Eads, CEO of Gro Solutions. “Wings will also be implementing ClickSWITCH into the process which will make switching direct deposit and biller information simpler – increasing consumer ‘stickiness’ and share-of-wallet.”

About Wings Financial Credit Union

Wings Financial Credit Union is Minnesota's largest credit union and one of the top 30 nationwide, with over \$4.2 billion in assets and 205,000 members. Now in its 78th year of continuous operation, Wings' field of membership has grown to include residents of the Minneapolis/St. Paul metro area as well as the aviation industry nationwide. Wings members enjoy some of the area's best savings and lending rates, convenient mobile and online access, over 60,000 surcharge-free ATMs, and branch locations throughout the Minneapolis-St. Paul metro area as well as Atlanta, Detroit, Orlando and Seattle for attentive personal service. To learn more, visit www.wingsfinancial.com.

About Gro Solutions

Founded in 2015, Gro Solutions, Inc. provides digital growth solutions for banks and credit unions. Through a fresh direction and a technology strategy that embraces mobile capabilities instead of begrudgingly accommodating them, Gro Account Opening helps financial institutions present a mobile front door that meets and exceeds the mobile expectations of the new customer. Gro Solutions is a subsidiary of [Mobile Strategy Partners](#) (MSP), which provides strategic and technical advisory services to the financial industry. For more information, visit www.grobanking.com.

MEDIA CONTACT:

Lauren Schuster
For Gro Solutions
678-781-7209

lauren@williammills.com

###