



Tandia launches ASAPP OXP ENGAGE Widget™

July 24, 2023 (Burlington ON) – Tandia Financial Credit Union’s commitment to innovation and leading-edge digital technology remains a key focus in providing excellent service to our members. Last week, Tandia became the first ASAPP OXP™ Client-Partner to launch the ASAPP OXP Widget™ - also marking the first launch of this software within the Canadian credit union system. This application gives Tandia the ability to manage and feature promotional content and messaging aimed at keeping our members informed and engaged. This software will offer Tandia a seamless touchpoint with our members, assisting us in providing effective and timely announcements and communications.

As a key ASAPP OXP strategic testing and deployment partner, Tandia was pleased to work collaboratively alongside ASAPP OXP and Central 1 to have the Forge Community-integrated Widget tested and launched successfully. “Tandia’s commitment to our members goes deeper than providing excellent service and personalized advice,” shared Kathy Clark, Tandia’s Senior Vice President, Sales/Service & Operations. “We believe that continually innovating and leveraging new software which enables us to better serve members is a key benefit of digital transformation.”

Tandia believes in the value of collaboration across organizations aimed at providing innovative digital products and solutions. We were thrilled to again partner with ASAPP OXP to provide another industry-leading advancement for our members.

About ASAPP Financial Technology

ASAPP delivers Customer Experience Software and Platform Strategy Solutions that create sustainable competitive advantages for regulated financial service providers as they compete against direct-to-consumer fintech solutions. ASAPP OXP™ is Canada’s most complete omnichannel experience platform for the financial services industry. The ASAPP OXP Client-Partner Community is comprised of 54 credit unions, across 11 provinces, who manage over \$44B of assets and support over 927,000 members.

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For more information, please contact:

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Tandia Financial Credit Union is a cooperative financial institution with a vision to be the financial services provider of choice in its communities and a continued commitment to serve education and government employees in Ontario. Tandia partners alongside its members each and every day to help them build healthy and prosperous futures. With a branch network that extends from Brant County through Greater Hamilton and Halton, Tandia serves 28,000 members and administers over \$1.8 billion in assets. For more information, visit tandia.com.