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KeyStone Community Solidifies Direct Federal Credit Union's Decision to Sign with Corelation

SAN DIEGO - July 15, 2020: To cultivate community, strengthen partnerships, and uphold the credit union philosophy of 'people helping people', [Corelation](#) regularly hosts a number of events for its client and vendor partners. Examples of events include: a 'What to Expect When You're Converting' seminar, a CEO Forum, User Conferences, technical workshops for KeyStone customization (e.g., developing KeyStone scripts and leveraging more out of its reporting system), and its highly anticipated annual Client Conference.

The Northeast User Conference greatly impacted the core selection decision for [Direct Federal Credit Union](#) (\$793 million assets; one branch; 33,000 members; Needham, MA). The recurring positive feedback from existing Corelation clients and their willingness to collaborate and share information, including sharing customized code, are what solidified the decision. Corelation's commitment to allowing clients to tailor the core to fit their unique needs impressed Direct's core selection team - which was composed of key stakeholders representing all departments within the credit union.

"Our mission is to deliver great rates, easy access, and remarkable service to our members. Partnering with an organization that supports this mission was critical," explained Direct Federal Credit Union President & CEO Joe Walsh. "Corelation offers a core solution that is not only powerful and comprehensive, but also has the flexibility we need to develop cutting-edge products and services to meet the needs of our members."

Direct FCU, in partnership with the Credit Union Times, has been documenting their KeyStone conversion journey on CUTimes.com. The credit union writes monthly updates that have included details about discussions with Corelation leadership, managing a project during the giant unplanned surprise of Covid-19, and completing productive sessions with the Corelation team to customize native KeyStone functionality. Direct Federal Credit Union is scheduled to convert in February 2021.

“We will never lose sight of the crucial role our credit union partners have in their membership’s unique financial needs and demands,” remarked Corelation President/CEO Theresa Benavidez. “With our combined industry experience, commitment to delivering an open, innovative, and powerful core system, along with our dedication to community, we look forward to supporting Direct Federal Credit Union in their upcoming achievements utilizing the KeyStone platform.”

About Corelation, Inc.

Based in San Diego, CA, Corelation is the innovative core processor for today’s credit union. This solution is a person-centric system that empowers credit unions to offer the best member service possible, enhancing their value for member attraction and retention. In terms of industry experience, Corelation’s staff has dedicated their careers to creating core systems and providing unparalleled client service. For more information, visit www.corelationinc.com.

About Direct Federal Credit Union

One of the fastest growing Credit Unions in Massachusetts and top performers in the country, Direct Federal Credit Union offers great rates, easy access, and remarkable service. Direct Federal is consistently recognized for the value it provides to its members, and its financial strength. The progressive not-for-profit credit union re-invests their earnings in their membership. From mortgages, home equity lines, and auto loans to checking, CDs, and Business Banking, Direct Federal provides an integrated array of products and services, all enhanced with the simplicity and convenience of the latest online and mobile technologies. Direct Federal Credit Union is located at 50 Cabot Street, Needham, MA. For more information, please call 888.2DIRECT or visit direct.com.

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