newsrelease

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Coast Central Signs with Corelation to Create a Foundation for Innovative and Practical Technology Offerings

SAN DIEGO – **October 9, 2018** – To increase member satisfaction with new efficiencies, products and services, Coast Central Credit Union ($1.4 billion; 68,400 members; Eureka, CA) needed to make a change with its core system that would allow the credit union to achieve this goal, while serving greater numbers of members within its community. After a 16-month review of core vendor prospects with help from Samaha and Associates, Coast Central signed with Corelation to convert to its KeyStone core November 2019.

According to Coast Central President/CEO James Sessa, Corelation's developed core solutions will raise the bar on service as the credit union's solutions reduce vendor complexity, allowing it to focus on serving membership – not vendor connectivity. Additionally, Sessa sees Corelation's member-centric platform enhancing the credit union's member relationship banking with user-friendly interfaces that will help it leverage emerging technologies to better serve members now and well into the future.

For example, Keystone will allow Coast Central to decrease member wait time in the credit union's Member Service Branches (MSBs) and through its Member Support Center by having a person-centric system that allows quick help to members with anything they need at the click of a mouse. The credit union will also have greater flexibility with loan and deposit products, offering services it currently cannot.

Sessa sees Corelation as the foundation for the credit union to introduce innovative and practical technologies to its members such as electronic signature pad and easy access to member information.

"Additionally, I felt their corporate philosophy and smaller client pool – matched with their management that has years of experience – more closely mirrored the culture of Coast Central," Sessa explains. "Having a proven track record of exceptional service and a high-quality core product, Corelation will be more responsive to our needs and treat Coast Central as a partner – not just one of hundreds or thousands of clients. We see them approaching their relationships with their clients the same way we do our members."

"Matching our clients' cultures is incredibly important to us, as it sets the stage for a cohesive relationship from the outset," states Corelation President/CEO Theresa Benavidez. "We feel, as Coast Central does, that our two organizations are on the same page. We look forward to working together to help develop and deliver innovative and practical products and services to their growing membership that will continue to enhance member satisfaction for greater value many years to come."

About Coast Central Credit Union
Founded in 1950, Coast Central Credit Union is the largest member-owned financial institution on the North Coast. It has over 68,000 members and operates 11 Member Services Branches throughout Humboldt, Del Norte and Trinity counties, including McKinleyville Central and Bayshore Mall, which are open seven days a week. Additionally, members have access to a network of 30,000 free ATMs nationwide. More information can be found on its web site at www.coastccu.org and at www.facebook.com/coastcentral.

About Corelation, Inc.
Based in San Diego, CA, Corelation is the innovative core processor for today's credit union. This solution is a member-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. More details at www.corelationinc.com.

(l-to-r) Kristin Blair VP Member Services, Fred Moore CFO, Colleen Toste VP Member Communications, Ed Christians VP Information Systems, Ann Jairo-Bettiga VP Human Resources, and (center) James Sessa President/CEO

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