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CONTACT:

Mike Lawson

michael@dmlcommunications.com

760.845.8146

Alabama Central Credit Union selects Corelation for KeyStone's *'More in the Core'* Functionality

SAN DIEGO - June 08, 2022: After more than two decades on another core, Alabama Central Credit Union (\$198 million in assets; 17,269 members; Birmingham, AL) is ready for a change. The credit union has signed with [Corelation](#) to convert to KeyStone in 2023.

“Throughout the demonstrations and the entire selection process, our interactions with Corelation felt like a partnership rather than a sales pitch,” noted Alabama Central CU President/CEO Brad Haddock. “We have a good relationship with a credit union that is already using KeyStone, hearing their positive feedback on their partnership with Corelation helped solidify our decision.”

The move to KeyStone will enable Alabama Central CU to replace many manual processes with automated jobs, creating efficiencies throughout the organization and saving significant time with reporting. The credit union noted that the switch to a person-centric core processor will offer easier transactions and smoother service interactions for their members.

“A big reason we chose KeyStone is the fact that there are no modules to buy,” shared Alabama Central CU CFO Jessica Baker. “With all of KeyStone’s *'More in the Core'* functionality, we’re getting a solid core processing system, rather than feeling like we’re leasing a product where the expense grows with every add-on.”

The ability to integrate their preferred third-party vendors into the core with the KeyBridge open API was also a key factor in Alabama Central CU’s selection of KeyStone. Alongside their core conversion, the credit union has plans to update their interactive voice response (IVR) and mobile banking platforms to provide their members with easier to use technology.

“Alabama Central Credit Union has remained dedicated to helping the hard-working people in their communities achieve their financial goals for more than 80 years,” noted Corelation President Rob Landis. “Building strong relationships with our credit union partners is at the heart of Corelation’s mission and we thank you, Alabama Central CU, for putting your trust in Corelation.”

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 Alabama Central Credit Union

Since 1938, Alabama Central Credit Union has been helping people improve their lives – making them easier and more secure, all while allowing hard-working folks to keep more of their money.

Today, we serve over 17,000 members in 28 counties. With 9 branches from the Gulf Coast to North Alabama, we are the only credit union in the state of Alabama to have a presence in all the major markets of the state.

We continue our commitment to serving our local communities while striving for excellence and innovation. Our core philosophy is the credit union philosophy: PEOPLE HELPING PEOPLE.

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Alabama Central CU President/CEO Brad Haddock



Alabama Central CU CFO Jessica Baker