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FOR IMMEDIATE RELEASE

Unitus Community Credit Union Becomes First Pacific Northwest CU to Launch Spanish ChatBot

In partnership with Glia, Unitus expands its reach to Spanish-speaking members through an inclusive chat experience

Portland, Ore., May 8, 2023 – Unitus Community Credit Union is proud to announce it is the first credit union in the Pacific Northwest to offer a Spanish-language ChatBot. In partnership with Glia, Unitus will launch the service on June 30.

As part of its commitment to providing inclusive financial services in the communities it serves, Unitus developed the Spanish-language ChatBot to provide members more options to answer questions about products and services in real-time. With Hispanic member growth reaching 32% in 2022, Unitus is dedicated to reaching this emerging market by offering communications in both English and Spanish. The credit union’s website is available in both languages.

“We know this segment of our community has been historically underserved by financial institutions,” explained Steven Stapp, President and CEO of Unitus Community Credit Union. “We have more than 50 Spanish-speaking employees and now this new digital tool to help communicate with members in their preferred language.”

Glia helped the credit union develop the Unitus Virtual Assistant, an AI-powered chat solution that can answer questions about products and services. Glia worked with the Unitus team to customize answers to address the credit union’s specific offerings to improve efficiency and the overall member experience. Since its launch in late December, the Unitus Virtual Assistant has handled more than 3,660 engagements, understanding and responding to nearly 90% of the interactions. Members have given the ChatBot high ratings, with several celebrating its convenience and responsiveness. “I give it a 10! It’s so quick and responsive. It understood me and it felt like I was talking to a live agent,” reported one Unitus member. The Virtual Assistant is available 24/7, allowing Unitus to better serve its members when it’s most convenient for them.

“We’re proud to have helped Unitus extend their Virtual Assistant so that members can interact in both English and Spanish”, said Jake Tyler, Glia Virtual Assistant Specialist for Glia. “Unitus has a large and growing Hispanic member base and this further underscores their deep commitment to meeting these members on their terms and in the language of their choice to make banking easier and more convenient to use.”

“Above all else, we are so proud to be the first credit union in the Pacific Northwest to offer a Spanish-language ChatBot,” said Mr. Stapp. “Nearly 9% of Oregonians speak Spanish as their primary language in the home. We believe communication and relationship-building is at the heart of our service model, and this new tool will help improve access to anyone who prefers a Spanish-language interaction.”

Unitus previously partnered with Glia on several technological upgrades to better improve the member experience. In 2020, Unitus launched its Virtual Branch in partnership with Glia to integrate remote tools for members to engage with video tellers, live chat, virtual appointments, and website co-browsing. The new Spanish-language ChatBot will be available through desktop



digital banking June 30; the English Virtual Assistant is already available. Both ChatBots will be integrated into the Unitus mobile app later this year.

About Unitus Community Credit Union

At Unitus, we're dedicated to improving lives in the communities we serve. As a member-owned local credit union, we invest in people by doing the right thing. Through partnerships with nonprofit organizations, we provide support for community groups through volunteerism and financial donations. Our 105,000 members count on us to serve them and their communities; our 300+ employees share that passion for service. Learn about the local impact Unitus makes by visiting unitusccu.com.

About Glia

Glia redefines how businesses interact with customers. The Glia Interaction Platform unifies Digital Customer Service (DCS), traditional call center, and automation with a ChannelLess™ Architecture, empowering businesses to create the ideal mix of interactions and adapt on demand. The ability to easily shift volume between channels drives revenue, efficiency, and loyalty at the same time.

Glia has partnered with over 400 banks, credit unions, insurance companies and other financial institutions worldwide to improve the customer experience and drive business results. Named a [Deloitte Technology Fast 500™](#) company for a third year in a row and a [Great Place to Work](#) (with a 97% employee satisfaction rating), the company has raised over \$150 million in funding from top investors and was recently valued at over \$1B by top tier investors. To learn more visit glia.com.