

FOR IMMEDIATE RELEASE

Media Contact

Jim McKissick, Vice President of Digital Marketing

jimm@connexuscu.org

**CONNEXUS CREDIT UNION INVESTS IN VOICE AUTHENTICATION
AND ENHANCED SECURITY FOR MEMBER CONTACT CENTER**

Wausau, Wis. (April 5, 2021) – Connexus Credit Union is excited to announce the upcoming implementation of voice authentication technology and enhanced security measures in its Member Contact Center. Through a new partnership with Illuma Labs, an industry-leading provider of voice authentication and fraud prevention solutions, Connexus aims to streamline the efficiency and enhance the privacy of more than 380,000 calls received from credit union members annually.

“Connexus has always been focused on the financial wellbeing of our valued member-owners, and keeping their money and information secure is our top priority,” said Chad Rogers, Connexus Executive Vice President and Chief Operating Officer. “The intelligent authentication solution from Illuma Labs will help us maximize phone call security and convenience in our Member Contact Center, and help to ensure we’re meeting our members’ needs in thoughtful, highly responsive, and innovative ways.”

Connexus Credit Union, recognized as the nation’s top credit union by *Kiplinger Personal Finance*, invested in Illuma Shield from Illuma Labs, a platform which uses artificial intelligence to provide faster, more accurate authentication over the use of personal identification numbers, passwords, and personal questions. The technology runs passively in the background of each call, creating an easier authentication experience for the member, while also reducing call durations and proactively enhancing security against fraudsters.

“We have enjoyed working with the strong and progressive team at Connexus Credit Union to simplify the member authentication process at their Member Contact Center, and we are honored to help Connexus deliver on their commitments to member experience and security,” said Illuma Labs Founder and CEO Milind Borkar.

###

About Connexus Credit Union – Serving more than 382,000 members across all 50 states, Connexus is a member-focused cooperative with over \$3.3 billion in assets. Connexus is proud to provide high yields for checking accounts and deposit products, as well as an industry-leading Digital Banking experience and competitive rates for personal, home, and auto loans. The Wausau, WI-based credit union has been nationally recognized for excellence by Forbes, CNN Money, NerdWallet, Kiplinger, and Bankrate.com. Connexus is committed to helping members achieve their personal financial objectives by anticipating their needs and exceeding their expectations with superior service and products.