



## FOR IMMEDIATE RELEASE

### ClickSWITCH Partners with Comtech Fire Credit Union

**MINNEAPOLIS, MINN. (December 11<sup>th</sup>, 2017)** ClickSWITCH, a turnkey solution that simplifies the switch of recurring payments and deposits for a financial institution's new and existing account holders, today announced that Comtech Fire Credit Union has selected their automated account switch product. ClickSWITCH will enable Comtech Fire members to easily migrate their recurring transactions with web based automated technology in branch or online at their own convenience.

Comtech Fire Credit Union chose ClickSWITCH based on their industry experience, technology, and positive user-experience. ClickSWITCH effectively reduces the number of inactive accounts, increases cross-selling opportunities and improves switch process efficiency. The fully automated account switch process eliminates the hassle of transferring recurring payments and increases activation rates. With ClickSWITCH, account holders can initiate a switch from a financial institution to a new or existing account in as little as 10 minutes using a mobile device, personal computer, or by visiting their financial institution.

"We consistently hear that the biggest barrier for members to move their full account relationship to us is the time and effort involved in moving direct deposit and automatic payments, said Kevin Connolly, Chief Marketing Officer of Comtech Fire Credit Union. "ClickSWITCH uses a simple online process which guides members along the way until everything is switched to the new account. This service is a great enhancement for members opening new accounts at Comtech Fire."

"We are excited to be selected by Comtech Fire Credit Union to provide our automated account switch tool," stated Cale Johnston, Founder and CEO of ClickSWITCH. "Comtech Fire has a strong vision for ClickSWITCH, making the relationship a natural fit. With their newly expanded Branch network, ClickSWITCH will make it easy for new members to transfer their existing accounts."

### **ABOUT COMTECH FIRE CREDIT UNION**

Comtech Fire Credit Union operates seven branches in the GTA, the Kingston area and in Ottawa and serves the financial needs of 20,000 members and their families throughout Ontario. The Credit Union has close to \$530 million in total assets.

Learn more at [www.comtechfirecu.com](http://www.comtechfirecu.com)

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**ABOUT ClickSWITCH**

ClickSWITCH® is a unique account holder acquisition technology for financial institutions that simplifies the process of bringing new account holders onboard by quickly, safely and efficiently switching their recurring payments from their old accounts to new ones. Based in Minneapolis, MN, the company's industry-leading solutions help clients to increase account holder acquisition and activation rates, engage during onboarding, and cross-sell products to capture full profit potential. ClickSWITCH is a technology leader delivering world-class solutions to financial institutions of all sizes.

To learn more, visit [www.ClickSWITCH.com](http://www.ClickSWITCH.com)

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