

## POPi/o and Eltropy Unite, Powering Banks with End-to-End Digital Communications Platform

*Now jointly serving over 450 Financial Institutions, the acquisition marks one of the fastest fintech expansions in the market*

**Salt Lake City, UT—June 15, 2022—**POPi/o, the Video Banking pioneer and industry’s leading solution for financial institutions, has joined forces with Eltropy to offer banks a single, powerful digital communications platform to engage with customers, no matter where they are. By bringing together POPi/o’s best-in-class Video Banking and contact center technology with Eltropy’s renowned Text messaging and Secure Chat in addition to features like AI Chatbots, screen share and co-browsing capabilities, and a Remote Online Notary, banks and other financial institutions benefit from increased revenue and service opportunities, as well as more streamlined staffing.

“Banks today are not only under pressure to deliver on the digital transformation initiatives brought on by the pandemic—they also face intense competition from mega banks, emerging fintechs, and large technology companies all clamoring for customers’ share of wallet,” said POPi/o CEO, Jed Taylor. “Together, POPi/o and Eltropy are powering financial institutions with the technology they need to strengthen customer relationships, increase efficiencies to shrink costs, and deliver personalized services across every digital channel.”

Reinforced by POPi/o’s Video Banking and contact center technology, Eltropy now offers more than 450 financial institutions a single platform for automated, AI-driven Text messaging, Video Banking, and Secure Chat, as well as AI Chatbots, co-browsing, live observe, and screen sharing capabilities, and eVerify, eNotary, eSign, and Video Check Deposit. This powerful digital communications platform enables banks with end-to-end virtual branch capabilities, helping them build connections and deliver on the personalized service customers expect. Now, financial institutions can use Eltropy to seamlessly connect their customers with staff at any location from opening an account, to originating loans, or getting instant service.

“POPi/o’s dynamic, collaborative video features have made a lasting, positive impression on both our customers and staff. Since deploying in fall 2020, we’ve seen engagement increase 100% YoY, with 30% of video calls resulting in a documented signing event,” said Alex Masse, Sr. Vice President at Chelsea Groton Bank.

With one quarter of Americans prepared to switch financial institutions if their digital needs aren’t met, banks can rely on Eltropy to help them deliver exceptional, personalized experiences that make

customers' lives easier no matter where they are or what service they need. By combining the best Text and Video Banking capabilities, banks benefit across every department:

- **Retail Branches:** Maximize staff and service customers in multiple branch locations with video rooms for remote lending, a Remote Online Notary, and deposit/new account services.
- **Lending:** Secure Text and Video offerings let banks communicate with customers in the channel of their choice, with document collection, loan status alerts, and Remote Online Notary helping to speed up the lending process.
- **Contact Center:** Accelerate digital transformation and customer engagement through a seamless combination of AI, Text, Secure Chat, Video banking, voice recording, and screen sharing technologies. Remote verification, video check deposit, and chatbots are also available within the platform to maximize the efficiency of all engagements.
- **Collections:** Give customers an extra level of convenience with Payment via Text, and mitigate loss by using AI to automate debt collections. Eltrophy shows Text is 40x more effective than phone calls when it comes to collections.
- **Marketing:** Take charge of reputation management and grow customers and loan volume with QRcodes and Text campaigns increasing the likelihood of content consumption and five-star reviews.
- **In Case of Emergency:** Establish efficient communication with customers and employees during weather or IT-related issues.
- **Human Resources:** Streamline recruitment and employee communication via Text campaigns, ensuring important information isn't lost to an overflowing inbox.

"By joining forces with POPi/o, we're empowering every financial institution with the ability to build robust virtual branch capabilities and serve customers anytime, anywhere in the channel of their choice," said Ashish Garg, Founder and CEO of Eltrophy. "Our world-class Digital Communications platform helps banks deliver on the promise of digital transformation by improving online and in-branch experiences for customers and allowing for more rapid expansion in new markets without the need for a physical presence."

To learn more about Eltrophy's acquisition of POPi/o, please visit <http://www.eltropy.com/popio>.

### About POPi/o

POPi/o Mobile Video Cloud® LLC (POPi/o) delivers a comprehensive Digital Engagement platform, streamlining every part of the customer journey from self-service to complex, personalized interactions. Through self-service, human interaction, video communication, and collaboration tools such as screen sharing and document signing capabilities, banks and credit unions empower their sales and customer service channels to achieve a broad range of personal and business interactions. For more information regarding POPi/o, visit [popio.com](http://popio.com) or call 801.417.9000.

### About Eltrophy

Eltropy enables financial institutions to digitally engage in a secure and compliant way. Using our world-class digital communications platform, Credit Unions can improve operations, engagement and productivity. We are proud to be the only Credit Unions-focused omnichannel solution to offer Text, video, Secure Chat, co-browsing, screen sharing and chatbot technology—all integrated in a single platform with skill-based routing and other contact center capabilities. For more information about Eltropy, please visit <https://eltropy.com>.

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