Superior Credit Union Improves the Member Experience Using Sync1 Systems' Loan Origination Software

AAUSTIN, TX / ACCESSWIRE / June 6, 2023 / Superior Credit Union has been benefiting from Sync1 Systems' LOS since launching the platform. The system enables the credit union to streamline its operations and enhance its overall performance. Sync1 is excited about adding Superior Credit Union to the company's family as the credit union continues to improve its member experience.

Laura Kline, VP of Sales and Lending, stated, "The Sync1 team has worked diligently to incorporate our vision for a streamlined consumer lending process. Our members will benefit from a customized experience. Operationally, we now have one system that captures all channels of consumer loan applications. Their team also ensured on-site training that created excitement from our sales staff. We look forward to a long relationship with Sync1 as our Consumer Loan Origination System."

One of the major advantages that Superior Credit Union has gained from Sync1 is increased efficiency. Sync1 has automated many manual processes that used to be time-consuming and prone to error. This has reduced the workload for the credit union's staff and allowed them to focus on more important tasks, i.e., helping their members. As a result, Superior Credit Union has been able to process loans faster and more accurately than ever before.

Steve Maloney, CEO of Sync1 Systems, said, "Superior Credit Union wanted a platform that could streamline its lending operations and provide a better overall experience for its members. They have been able to do just that in a short amount of time leveraging our LOS. We are excited about expanding our footprint in Ohio and are grateful to Superior Credit Union for helping with this effort."

About Superior Credit Union
The mission of Superior Credit Union is to build trusted relationships by delivering personalized financial solutions. Superior has grown into a full-service financial institution serving more than 100,000 members.

Anyone who lives, works, worships, or attends school in Allen, Auglaize, Brown, Butler, Clermont, Darke, Defiance, Franklin, Fulton, Hamilton, Hancock, Hardin, Henry, Logan, Lucas, Marion, Mercer, Miami, Paulding, Putnam, Seneca, Shelby, Union, Van Wert, Warren, Williams, Wood or Wyandot counties in Ohio; Boone, Campbell or Kenton counties in Kentucky; Dearborn county in Indiana; or Monroe county in Michigan may join. For more information, visit www.superiorcu.com or call (877) 717-2271.

About Sync1 Systems
Sync1 Systems is a credit union service organization (CUSO) and provider of cloud-based loan origination software built exclusively for credit unions. Headquartered in Austin, Texas, Sync1 serves more than 450 credit unions and 7.1 million members nationwide.

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