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Gulf & Fraser delivering omni-channel experience through online Marketplace in partnership with Mobetize

Burnaby, BC – Gulf & Fraser and fintech company Mobetize continue to strengthen their partnership as they develop the Gulf & Fraser Marketplace – a unique omni-channel experience that provides a seamless onboarding experience for members, both online and in-person.

"We're thrilled to continue our partnership with Mobetize as we embark on the next phase of our digital transformation journey," say Bill Kiss and Jeff Shewfelt, Co-CEOs of Gulf & Fraser. "This partnership represents an exciting step forward as we strive to shape the future of digital banking and deliver exceptional experiences."

Having initially joined forces in 2016 to develop an online lending solution, Gulf & Fraser and Mobetize have consistently explored ways to enhance member experiences through advanced technology. The Marketplace, an innovative platform designed to deliver a comprehensive range of services, reflects Gulf & Fraser's commitment to investing in the ever-evolving digital and financial landscape. Gulf & Fraser led this initiative, expanding the capabilities of the Marketplace online platform by introducing in-branch functionality and creating an omni-channel experience for members.

With a focus on automation, data analytics, and artificial intelligence, Gulf & Fraser's objective was to provide an intuitive, user-friendly experience that meets members' expectations.

"As we transform our organization and build out our Member Experience platform, it is imperative that we deliver intuitive and automated user experiences – for both members and employees – which require minimal guidance and training," says Nelson Sandhu, Chief Experience and Innovation Officer. "The user experience must be consistent and seamless irrespective of the channel of engagement."

The Gulf & Fraser Marketplace has quickly become a time-saving tool for both staff and members. It has introduced enhanced functionality to optimize efficiency in the account opening process, significantly reducing time and administrative work, while minimizing errors. Previously, the average time to open an account spanned from 45 to 60 minutes. Today the process can be completed in just 10 to 12 minutes. Gulf & Fraser and Mobetize will continue to collaborate, exploring opportunities to introduce additional features to the Gulf & Fraser Marketplace, such as e-notary services and gift cards, in the near future. Serving as a digital ecosystem, the Marketplace will enhance the members' banking experience, their financial well-being, and eventually, their lifestyle.



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Gulf & Fraser is a trade name of Gulf and Fraser Fishermen's Credit Union.



ABOUT GULF & FRASER

Gulf & Fraser proudly provides our credit union members with a full range of personal and business banking, investment, and insurance solutions. For over 80 years we have been committed to empowering our communities through local collaboration, financial wellness education, and reliable advice and service. We're Gulf & Fraser and we're here to Power your possible™.

ABOUT MOBETIZE

Mobetize provides solutions to the banking industry to help consumers with the ability to bank how they want, when they want, for what products they need. Mobetize is collaborating and empowering financial institutions to transform how financial services are delivered and consumed. The banking marketplace solution lays the digital transformation foundation for financial institutions to offer traditional banking products as well as easily launch third party fintech products such as insurance, payments, travel, gift cards, e-notary services and more with a simple, consistent, fully integrated e-commerce style user experience. Mobetize solutions enable financial institutions to better serve their client needs for both their financial well-being and their lifestyle.

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