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For Immediate Release

Growth By Design Partners with Wave2 to Deliver Advanced ATM Locator Solutions for Credit Unions

Gaithersburg, MD & Duluth, GA – April 2021 – Wave2 and Growth By Design, an affiliate of the League of Southeastern Credit Unions (LSCU), have partnered to bring powerful new ATM Locator technology solutions to credit unions in Alabama, Florida, Georgia and beyond.

The Wave2 Locator brings all of a credit union's convenient locations together into one cohesive mapping solution inside your web and mobile offerings – branches, ATMs, surcharge-free network ATMs, shared branches, and retail placements. It delivers a compelling mobile-responsive and ADA accessible user experience without sending members away to third-party websites and multiple search engines.

To make for an even more powerful marketing and educational solution, the Wave2 Locator also provides easy integrations with branch scheduling systems, Google Local Business data schemas, branch page details, driving directions, street views, and easy integration within any web or mobile platform.

During the particularly challenging times of 2020 and 2021, certain Wave2 features have become essential for member communications. The system makes it easy to manage real-time updating of branch details and hours, scheduled branch-level alerts, bold and visible rich text notes about closures, limited resources, live open/closed indicators, as well as special search capabilities to help find things like interactive teller machines (ITMs), available drive-up tellers, and more.

“We are excited to bring our credit unions exceptional solutions that address the marketing and communication challenges they face every day,” said Kristi Arrington, Vice President of Growth By Design. “That is exactly what we have found in Wave2's cutting edge Branch & ATM Locator solution. Not only does it create an outstanding member marketing experience surrounding a credit union's convenient access points, it also helps manage the particularly challenging times that credit unions are facing this year. At home, at work, or on the go, on every screen size and device imaginable, members will have a quick and easy tool to find all of the credit union's locations and all the latest hours and capabilities, all right inside the website and mobile apps.”

Behind the scenes in the Wave2 Admin Portal, it is easy to update location information and to manage every aspect of the Locator user experience. Furthermore, the geographic interest tracking and visualization tools make it easy to really understand the markets, neighborhoods, and specific locations that are most valuable for members. This member behavioral data can help guide credit union decisions about future ATM and ITM placement, changes in branch strategies, and more.

“We are thrilled to partner with Growth By Design to help their affiliated credit unions market their nationwide surcharge-free access, while fostering more effective member communications during these challenging times,” said Jason Green, Co-Founder of Wave2. “Wave2 and Growth By Design share a passion for creating outstanding member experiences across all digital channels, and for delivering fanatical customer service to our financial institutions. I think that will make for a long-lasting and successful partnership.”

About Growth By Design

Growth By Design drives strategic growth for its clients through intentional marketing, consultation, and execution. They bring passionate and experienced designers, developers, artists, writers, videographers, editors, photographers, producers, and strategists to power digital marketing efforts that deliver remarkable results for clients and unmatched experiences for audiences. Visit <https://www.growthbydesign.org/> for more information.

About Wave2

The Wave2™ Branch & ATM Locator is an interactive location search and mapping tool for use inside the web and mobile offerings of credit unions, community banks, and other financial institutions. It allows users to find all their institution’s own branch and ATM locations, its surcharge-free ATM network locations, and its shared branch locations, all in one locator tool without having to leave the institution’s trusted environment. Visit www.wave2locator.com for information and live demos.

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