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**CONTACT:** Joy Harper Elizabeth Salter  
Media Contact for Digital Dialogue Media Contact for Digital Dialogue  
678.781.7208 678.781.7224

**Digital Dialogue Signs 100<sup>th</sup> Total Member Care Client**

*-Company milestone reflective of industry demand for direct call center services-*

**Auburn Hills, Mich., Aug. 4, 2008** – [Digital Dialogue](#), a PSCU Financial Services company and nationwide provider of 24/7 call center operations and software solutions to credit unions, has signed Reno, Nev.-based [Clearstar Financial Credit Union](#) as its 100<sup>th</sup> Total Member Care call center client.

With \$175 million in assets and 17,633 members, Clearstar Financial Credit Union is using a Symitar interface for Digital Dialogue's call center services. The company plans to add Digital Dialogue's lending and new member enrollment services in the future.

Digital Dialogue offers [total member service](#) for credit union overflow, emergency response and 24/7 delivery through two separate channels: shared branch and a direct interface into the credit union's core system. Digital Dialogue has more than 100 other credit union clients that use lending, new member enrollment and other services.

The first three Digital Dialogue member care credit unions were Hanscom AFB-Mass.-based Hanscom Federal Credit Union, Portsmouth, N.H.-based Service Federal Credit Union and Los Angeles-based Los Angeles Federal Credit Union. Each of these credit unions implemented services in the third quarter of 2004 and continue to successfully utilize Digital Dialogue services today. Among Digital Dialogue's 100 call center clients, 17 have more than \$1 billion in assets. Cumulatively, the 100 clients have 5,368,742 members and more than \$63.1 billion in assets. The average size of the 100 credit unions is \$632 million with 53,678 members.

"We are honored to be Digital Dialogue's 100<sup>th</sup> total member care client," said Lynn Lundahl, vice president of Operations and Administration at Clearstar Financial Credit Union. "Providing our members with reliable account access -- regardless of time of day -- is of paramount importance to retain a competitive advantage and meet our members' service expectations. With Digital Dialogue, we can offer our members the advantages that come with a branch that never closes and eliminating our members' wait time demonstrates our commitment to total member service."

“Digital Dialogue is listening to credit union needs and responding with services that enhance profitability and member loyalty levels,” said Peter Schmitt, president of Digital Dialogue. “We attribute this success to the growing demand for 24/7 member service and are pleased to have a strong client base that understands the value of providing total member care.”

### **About Clearstar Financial Credit Union**

In January 1949, an ambitious group known as the Reno Classroom Teachers' Association established a financial institution to meet the banking needs of area teachers. Originally called Reno Teachers' Federal Credit Union, and later Sierra Schools Credit Union, the institution ultimately became Clearstar Financial Credit Union. While maintaining a strong relationship with the schools, the credit union now serves all residents of the 13 Northern Nevada counties. In 2008, it had \$175 million in assets and over 17,000 members.

### **About Digital Dialogue**

Digital Dialogue, a PSCU Financial Services company, is the nationwide provider of 24/7 financial call center operations and software solutions for credit unions. The company's product suite includes call center scripting solutions, custom loan applications with credit-union-defined decisioning and new member enrollment with funding and sophisticated cross-selling. Digital Dialogue manages the Financial Service Centers Cooperative's Call Center Outlet, the highest volume outlet in FSCC's shared branch network.

Designed around a consistent user interface and the same decision criteria across all channels -- from the credit union's Web site to its branches to its call center -- Digital Dialogue products and services are in place nationwide at credit unions ranging in asset size from \$5 million to more than \$6 billion. For more information, visit [www.digital-dialogue.com](http://www.digital-dialogue.com).

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