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## **Texans Credit Union Streamlines Online Interaction with Glia, Including Advanced Video Chat**

**Richardson, Texas** (March 21, 2022) – [Texans Credit Union](https://www.texanscu.org) has streamlined communications for its members and potential members with a new digital assistance platform from Glia.

The enhancement is part of Texans' drive to provide digital-first assistance options designed to transform how members connect to the credit union through messaging, video, voice, and even co-browsing.

With the [Glia DCS](#) (Digital Customer Service) platform, Texans can easily manage member engagement across all channels and also offer tools to help agents proactively engage members with collaboration features to help find information or resolve concerns.

The new platform enables those who contact Texans to get quick answers to their questions, which may range from where to find something on the Texans website to how to become a member or a specific account request. Members can start in a preferred channel and easily transition to another – from chat to video, for example – allowing for a seamless digital experience.

“The global push for social distancing has meant that more of our members are open to reaching us through technology instead of traditional in-person services,” said Mike McWethy, Chief Experience Officer for Texans. “By partnering with a technology company that has built their platform with a very hands-on approach, we are assisting our members in their transition to a more digital engagement.”

With the new platform, members don't have to navigate through multiple contact center options and can instead get the answers they need immediately while on the go. The chat system is available for mobile and desktop users who encounter questions at any time they are online with Texans. There is also a texting option available through a companion platform.

McWethy said member feedback about the new platform has been overwhelmingly positive.

“We implemented this new communication channel because it takes us to the next level in helping meet the needs of an ever-changing financial marketplace,” said David Frazier, President and CEO of Texans. “Members now have additional options to receive a seamless member experience that will help us foster greater loyalty while enhancing our contact center productivity.”

**About Texans Credit Union**

[Texans Credit Union](#) is a full-service, not-for-profit financial institution that serves more than 110,000 members throughout the DFW area. With more than \$2 billion in assets, Texans Credit Union is one of the largest member-owned financial institutions in the DFW area, serving its members and the community since 1953.

#### **About Glia**

[Glia](#) is reinventing how businesses support their customers in a digital world. Glia's Digital Customer Service (DCS) solution enriches web and mobile experiences with digital communication choices, on-screen collaboration, and AI-enabled assistance. Glia has partnered with over 250 banks, credit unions, insurance companies and other financial institutions worldwide to improve the customer experience and drive business results.

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