



PO Box 15994
Knoxville, TN 37901
(865) 544-5400

FOR IMMEDIATE RELEASE
CONTACT: Mollie Walker, Senior Marketing Specialist
mwalker@tvacreditunion.com | (865) 659-4841

Knoxville TVA Employees Credit Union™ Takes on Voice Banking

Technological developments are everywhere in this fast-paced world. Companies now must work to integrate all the resources we have available to make life more convenient than ever for consumers. Knoxville TVA Employees Credit Union™ has always believed in putting Members first, and part of that means staying on top of—if not ahead of—the times.

“As a Credit Union, we feel it is very important to stay focused on all upcoming technology,” says Kathy O’Barr, Vice President of Electronic Services for the Credit Union. “We want to make it easy for our Members to do business with us.”

What started out as a small group of TVA employees looking for a safe place to save and borrow money has now grown into a strong community of nearly 200,000 Members across East Tennessee. And while our philosophy of “People Helping People” hasn’t changed, our methods to help make handling finances easier has. Most recently, the Credit Union decided to expand their scope of service by offering Voice Banking. This tool will allow Members to engage with the Credit Union through products such as Amazon’s Alexa or Google Home with just the use of their voice.

“We feel we have an outstanding home banking product and plan to continue to enhance it to meet the needs of our Members. We felt this was an additional means to simplify our Members lives,” O’Barr adds.

By partnering with established companies such as Best innovation Group and Connect FSS, plus doing their own research and exploration, Knoxville TVA Employees Credit Union™ is hopeful to roll out such a highly-anticipated project in the coming months.

“[Voice Banking] has been discussed with the staff and they are excited and feel it will be well received.”

A lot of man hours, hard work, research, data collection and demo consultation has gone into the Credit Union’s Voice Banking software. Providing the best in banking services and being as up-to-date as possible is important for any financial institution and Voice Banking has the potential to really help how individuals interact when it comes to their finances.

Knoxville TVA Employees Credit Union™ is honored to get to serve this community and is exciting for all the news ways we will continue to move upward and forward through life with our Members.