

# Larky and Lumin Digital Partner to Increase Engagement for Financial Institutions

*Lumin Digital, an innovative PSCU company, and Larky, a market-leading provider of consumer engagement technology, announce a partnership.*

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/EINPresswire.com/ -- Lumin Digital, an innovative PSCU company that creates digital banking solutions, and Larky, a market-leading provider of consumer engagement technology, announce a partnership to help financial institutions proactively engage with their account holders.

Account holders now expect their financial institution to be able to address all their needs without ever physically going into a branch. Larky and Lumin Digital are partnering to help the industry embrace this evolution. The technology companies create complementary solutions that are well suited for the digital transition underway.

The digital banking platform created by Lumin enables account holders to easily address their banking needs online through mobile banking and personalized UX interfaces. The Larky nudge® platform proactively prompts account holders to use the powerful tools available through the Lumin platform for maximum benefit.

"We're pleased to partner with Larky to help credit unions proactively connect with their members," says Cortez Adams from Lumin Digital. "The Larky platform is a powerful tool that helps power one-to-one communications with credit union members."



Bundling the Lumin and Larky solutions enables a powerful experience for account holders where they can be notified and guided to take action on products and services that help their financial wellness. The combined toolset helps financial institutions create and maintain lasting relationships with their account holders.

"We're thrilled to work with Lumin Digital to bring the next era of banking to community financial institutions," says Larky CEO Gregg Hammerman. "Consumers expect their financial institution to proactively help guide them to products and services that fit each person's unique needs. Partnering with Lumin will bring this technology to a diverse audience of users across the country."

This partnership is expected to help guide financial institutions through the digital transition and assist them in growing modern, connected audiences.

#### About Lumin Digital

Lumin Digital, a PSCU company headquartered in San Ramon, California, delivers digital banking solutions to financial institutions across the United States. Founded by financial technology experts, Lumin Digital is working to redefine digital banking with its proprietary user engagement platform, providing banks and credit unions with a solution that allows them to adjust to their users' needs quickly and safely. With Lumin Digital's user data and predictive analytics, organizations can implement custom experiences for users, creating a truly personalized journey that helps consumers thrive while building a connected relationship. For more information, visit [LuminDigital.com](https://LuminDigital.com).

#### About Larky

Larky builds platforms that maximize engagement through tailored communications. Larky helps community financial institutions connect with their account holders with meaningful and actionable push notifications that are delivered at the right place and right time. For more information, visit [Larky.com](https://Larky.com).

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