Baton Rouge Telco Federal Credit Union Brings Appli's AI-Powered Calculators to Its Website

90-year-old Louisiana credit union drives $4 million in loan activity within its first month of a quick, hands-off rollout

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SALT LAKE CITY, UT, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- Appli, the creator of the industry's first AI-powered smart financial calculator, announced today that Baton Rouge Telco Federal Credit Union has launched Appli's calculator solution on its website, driving more than $4 million in loan conversion value within its first month live.

Baton Rouge Telco was founded in 1936 to serve local telephone company employees and is celebrating its 90th anniversary this year. While the credit union has since grown into a community-based institution serving anyone who lives, works or attends school across its 10-parish footprint in the Baton Rouge area, it still counts longtime members from its original field of membership among its most loyal.

"It just seemed like a really technology-forward tool," said Kristin Romero, Chief Experience Officer, Baton Rouge Telco Federal Credit Union, speaking about Appli. "It had a great user interface and user experience, and once I saw some of the other credit unions using it, I went to their websites and tried the tools myself. It was easy to navigate and it was on brand."

Romero said the decision also came down to something the credit union's previous calculator couldn't offer: usable data. In the past, she could only tell whether members were reaching the calculator page, not whether they were actually using the tools or moving further into the lending process.

Appli built and configured the calculators for Baton Rouge Telco based on the credit union's rates, loan policies and branding, requiring only a couple of implementation calls before the finished tools were ready to add to the website's backend.

"The Appli team really took care of it for us," Romero said. "It was a super easy lift."

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>
> *Kristin Romero, Chief Experience Officer, Baton Rouge Telco FCU*

The calculators are now live on Baton Rouge Telco's website, and Romero has already begun reviewing early usage reports and engagement data.

In just over a month live, the calculators have generated more than $4 million in loan conversion value, according to Appli's usage data, with a 17.7% conversion rate and 150 loan applications started so far. That conversion rate already exceeds the 15% to 20% range Appli targets for its credit union partners.

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Looking ahead, Baton Rouge Telco plans to feature the calculators more prominently across its website and in campaigns such as mobile app push notifications that point members directly to relevant tools. Romero said she's also interested to see how members use the calculators' lead capture feature alongside the credit union's existing lead forms, which members already rely on regularly.

"This is what we want implementation to look like," said Tim Pranger, CEO of Appli. "Baton Rouge Telco gave us their rates and their branding, we built it, and it was on their site. No long back and forth, no heavy lift on their end. That's the whole point."

For more information about Appli and how its smart financial calculator can help credit unions, visit https://www.hiappli.com/use-cases.

About Appli

Appli, founded in 2024 by POPi/o co-founder Tim Pranger, provides AI-powered financial calculators that help lenders and member service representatives create personalized, engaging shopping experiences for financial products. By combining real-time analysis with generative AI, Appli's tools boost customer confidence and increase conversion rates for financial institutions.

For more information about Appli and its smart financial calculator for credit unions, visit hiappli.com.

About Baton Rouge Telco Federal Credit Union

Founded in 1936 to serve local telephone company employees, Baton Rouge Telco Federal Credit Union has grown into a full-service, community-based financial institution serving members throughout a 10-parish area in the greater Baton Rouge region. Now marking its 90th anniversary, the credit union remains focused on financial education and helping members of all ages build financial confidence. For more information, visit brtelco.org.

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