

# Best Innovation Group Creates Fast Lane for Credit Union Voice Apps

## CU Voice Registry Speeds Journey to Voice Banking

Tampa, FL (August 22, 2019) – Best Innovation Group (BIG), the leading provider of voice solutions specifically for financial institutions, is excited to announce the opening of the CU Voice Registry project ([cuvoiceregistry.com](http://cuvoiceregistry.com)) on September 9, 2019. BIG has leveraged their renowned FIVE Voice Banking Platform to create a unique registration process that delivers a fast and effective way for financial institutions to register and safeguard their voice application name. CU Voice Registry was created as a collaborative effort to help the financial services industry navigate the complexities of new digital voice channels as they emerge. CU Voice Registry's wizard-based enrollment process will check the availability of a credit union's preferred application name and then create working voice apps at both Amazon and Google. The voice applications will be submitted to their respective voice service for review and certification. When financial institutions register their names, they are not only safeguarding their identity but are also helping the industry avoid possible name collisions and confusion among end users.

The voice applications created by CU Voice Registry are publicly available, enable the financial institutions to promote their services, and provide useful information about the organization. The questions and responses are customized by the financial institution and branded specifically for their organization. Institutions can update their content at any time, so the information never becomes stale.

Within the financial services industry, many experts are seeing the astounding adoption of voice-first technology as a call to action. "We now have more members using mobile than desktop banking," explained Ron Amstutz, Executive Vice President at Desert Financial, whose credit union recently deployed BIG's fully integrated, transactional version of the FIVE platform. "We can see these voice-activated channels eventually surpassing mobile."

To learn about the CU Voice Registry and be notified when registration begins, visit the website today.



### About Best Innovation Group

Founded in 2014, Best Innovation Group ("BIG") is a technology and financial services innovator that provides forward-thinking products, consulting services and research and development resources to the financial services industry. BIG's team of experienced financial industry professionals brings executive-level expertise to the products and services we provide. In addition to development of voice-first and distributed ledger technologies, BIG offers a full range of consulting services aimed at helping credit unions grow and dominate their markets. BIG tackles tomorrow's problems today.

For more information on FIVE and BIG's other solutions, visit [www.big-fintech.com](http://www.big-fintech.com) or email [sales@big-cu.com](mailto:sales@big-cu.com).