



FOR IMMEDIATE RELEASE: VolCorp Announces New Partnership with MiniBranch

[NASHVILLE, TN, April 11, 2025] – Volunteer Corporate Credit Union (VolCorp) has announced a strategic partnership with MiniBranch, a leading provider of digital engagement solutions designed specifically for credit unions. This decision will grant member credit unions access to the growing company’s suite of innovative member connection and marketing solutions including live chat, video chat, text messaging, and AI assistant.

"At VolCorp, we are committed to providing credit unions with the tools and resources they need to thrive," said Karen Clabough, Vice President of Products & Services at VolCorp. "MiniBranch's innovative approach to member engagement aligns perfectly with our mission to support credit unions in delivering best-in-class financial services. This partnership will empower credit unions to stay ahead of evolving member expectations and industry trends."

Jessica Grostic, President & CEO of Copper Basin Federal Credit Union in Copperhill, TN, says MiniBranch has enhanced member engagement and streamlined the credit union’s operations. "MiniBranch has helped transform the way we connect with our members, making communication seamless and issue resolution more efficient than ever. With amazing support and smooth implementation, it has empowered us to respond faster, collaborate better, and provide an exceptional experience for our community."

MiniBranch Co-Founder/Director of Business Development, Albert Howard echoed the enthusiasm for this new collaboration: "Credit unions are the backbone of financial communities, and our goal has always been to ensure that no credit union is left behind. Partnering with VolCorp allows us to extend our technology solutions to a broader audience, helping credit unions enhance accessibility, streamline operations, and provide superior member service."

Members can find more information about MiniBranch’s service offerings along with VolCorp’s other strategic partnerships by visiting the [VolCorp website](#). Those looking to learn more about potential membership or partnership with VolCorp may reach out by phone at (800) 470-3444, Ext. 3 or by email at memberexperience@volcorp.org.

Founded in 1981, Volunteer Corporate Credit Union (VolCorp) is a not-for-profit financial services cooperative headquartered in Nashville, Tennessee, now serving more than 300 credit unions nationwide with more than \$1 billion in total assets. VolCorp provides its members with the tools to succeed, specializing in dynamic payment solutions, tailor-made investment products, and incomparable member care. Solutions include customized consulting, compliance, audit, and risk-based services offered by Symphony LLC, a wholly owned CUSO. By prioritizing its membership, VolCorp remains deeply committed to the credit union philosophy of "People Helping People." For more information, please visit www.volcorp.org.

MiniBranch is a leading provider of digital engagement solutions designed specifically for credit unions. Offering 24/7 member support through live chat, video and audio communication, co-browsing, and AI-powered virtual assistants, MiniBranch empowers credit unions to enhance their member service capabilities while reducing costs and improving efficiency.

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