



**FOR IMMEDIATE RELEASE**

## **Xplore FCU Launches Innovative New Website**

**NEW ORLEANS, LA (March 19, 2021)** — Xplore Federal Credit Union, a community charter credit union in Southern Louisiana, has launched a new marketing website with great new features to enhance user experience through innovative technology and stunning visual appeal. The new design includes advanced e-Services, such as Xplore Away video banking, Xplore Auto car search service, Live Chat, and Online Banking, in addition to upgraded features, such as user-friendly navigation, informative videos, News & Updates blog, and financial education resources. The web address will remain [www.XploreFCU.com](http://www.XploreFCU.com).

“We always want to provide innovative technology solutions that truly fit member needs and this website is part of that initiative,” said Xplore’s AVP of Marketing, Michael Roussel, Jr. “Our website will be more visually appealing, easier to navigate, and most importantly, will provide a larger amount of resources to the community through financial education components.”

Xplore’s new web design shows their commitment to supporting their community with in-depth information and a great local feel. Users of all ages and technological backgrounds will find the site extremely easy to navigate and filled with helpful information on products, services and financial education. Members will not experience any outage or changes to Online Banking or other e-Services. The website changeover took place Thursday, March 18<sup>th</sup> and new features will continue to be added throughout the month.

To provide feedback or receive more information about Xplore FCU’s new marketing website, please contact the Marketing Department at [marketing@xplorefcu.com](mailto:marketing@xplorefcu.com) or 888-897-5673.

### **About Xplore Federal Credit Union**

Xplore Federal Credit Union has been serving the community since 1947. Originally established to provide financial services to New Orleans Shell Oil Company employees, Xplore FCU became a community charter credit union in 2013. Xplore FCU serves over 8,000 members through three local branches, advanced e-services, and Co-Op Shared Branch network. Providing exceptional customer service, products for all life stages, and innovative financial solutions, Xplore FCU surpasses member expectations year after year. Xplore FCU membership is available to anyone living, working, worshipping or attending school in Orleans or Jefferson Parishes. With over 70 years of experience, Xplore FCU is the ideal partner to explore your financial possibilities.

Explore your way with Xplore Federal Credit Union today:

1-888-U-Xplore (888-897-5673) • [Xplore Away](#) • [XploreFCU.com](http://www.XploreFCU.com) • [Xplore Auto](#)

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