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**FOR IMMEDIATE RELEASE**

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## **Chartway Credit Union Advances Its Members Digital Experience**

*Personalized mobile banking, bilingual app, new credit cards, and free next-gen financial tools reinforce credit union commitment to members*

**Virginia Beach, VA (February 26, 2026)** – [Chartway Credit Union](#) today announced a series of enterprise level digital and service enhancements rolling out in 2026. These member-focused initiatives align with Chartway’s long term modernization and growth strategy, advancing both convenience and personalization while reinforcing Chartway’s purpose of unlocking the potential of individuals and families so they can thrive.

“Our 2026 digital expansion strategy underscores our commitment to meeting members where they are—with the same excellence whether they walk into a branch, engage online, or visit us virtually,” said Rob Keatts, Chartway’s executive vice president & chief growth officer. “These enhancements strengthen our operational agility while elevating the member experience across every channel.”

“At Chartway, we’re dedicated to unlocking financial possibility. By advancing personalized digital experiences and continuing to modernize how we deliver service, we are ensuring members have frictionless access to the tools and guidance they need, wherever they are,” said Melissa Cade, Chartway’s chief experience officer.

A multi-channel suite of improvements began rolling out in January and will continue through March, building on a multi-year, multi-million-dollar branch expansion, renovation, and technology investment plan. Here’s what current and future Chartway members can enjoy:

### **JANUARY 2026**

#### **Personalized Mobile Banking**

Chartway is an early adopter of [personalized mobile banking technology](#) within the credit union industry. The mobile banking platform offers tailored dashboards, predictive insights, and data driven recommendations, all supporting member financial wellbeing through a highly individualized interface.

#### **Modernized Online Banking**

Chartway’s [modernized online banking experience](#) provides greater customization and flexibility across digital channels. New modular widgets—including financial health insights, spending behavior visualizations, credit monitoring, and rewards tracking—support continual feature expansion as member needs evolve. One new feature is subscription management, that allows members to easily manage and cancel subscriptions within online banking.

#### **Video Banking Expansion**

Chartway expanded its [video banking](#) infrastructure, enabling remote access to lending consultations, account services, and financial guidance via secure, face-to-face virtual sessions. This enhances service continuity and equitable access while reducing geographic or scheduling barriers providing live communication with Chartway team members for help with accounts, cards, and loans.

#### **Competitive Credit Cards with More Rewards for Members**



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Chartway introduced updates to its [credit card portfolio](#), including cards that give members high-value rewards where they spend most and provide flexible reward redemption. In the competitive credit card space, Chartway has cards designed for members' needs from building credit to simple cash back, and accelerated rewards on everything from dining to fuel.

## FEBRUARY 2026

### **Bilingual Digital Banking**

With the rollout earlier this month, members can now set their online banking experience to Spanish. This capability reinforces Chartway's ongoing commitment to serving its growing Hispanic membership through more accessibility. This upgrade to digital banking complements Chartway's bilingual team members, six bilingual branches, and the Chartway.com website translated in Spanish. It's all part of the credit union's [Juntos Avanzamos](#) designation which signifies Chartway's dedication to helping Hispanic and immigrant consumers navigate the U.S. financial system by offering relevant, affordable financial services.

## MARCH 2026 – Coming Soon!

### **Youth Financial Empowerment**

Chartway is preparing to launch [Greenlight](#), a modern financial education and youth spending tool. This new partner driven solution helps children and teenagers learn how to earn, save, give, and spend wisely while giving parents a free tool to manage allowances, set spending parameters, and reinforce positive financial habits.

### **Home Valuation & Equity Insights**

As part of its modernized Online Banking experience, Chartway is introducing an embedded home value and equity insight resource designed specifically for homeowners. Members can view the estimated value of their home and gain a clearer understanding of the equity they've built—without leaving Chartway's Online Banking or relying on third-party sites. By pairing real-time insight with financial education, Chartway helps members stay informed, plan ahead, and explore options on their own terms, making it easier to take the next step when the time is right.

Chartway is proud to lead on innovation in the credit union industry and has been at the frontlines of meeting member needs through the establishment of its credit union service organization (CUSO), [Chartway Ventures](#), in January 2023. Through Ventures, the credit union invests in early-stage technologies and fintech partnerships designed to enhance credit union service models, accelerate digital transformation, and broaden access to financial wellness tools. Many of the current Chartway Venture partners power the tools our members now use in their day-to-day Chartway transactions.

Learn more about Chartway Credit Union at [www.Chartway.com](http://www.Chartway.com).

Get the latest news about Chartway by visiting our [media center](#).

## **About Chartway**



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Since 1959, Chartway has been unlocking the potential of individuals and families so they can thrive. Member-owned and values-driven, our \$3.2 billion credit union proudly serves more than 265,000 members with branches in Utah, Texas, and Virginia. We've been recognized by Forbes as one of America's Best-In-State Credit Unions, included on American Banker's Top Credit Union to Work For list, and received numerous other top workplace and best credit union accolades. Reflecting a bright way forward, our charitable arm – the Chartway Promise Foundation – has granted \$17 million to provide medically fragile children and their families memorable experiences that bring joy, hope, and smiles. For information on our vibrant organization, please visit [www.Chartway.com](http://www.Chartway.com) and follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

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