The cost of standing still is now greater than the cost of change.

Modernised Connected Member Experience. Without the risk of starting over.

Creatio Salocin Group

What if you didn’t have to start over?

Most Building Societies assume CRM modernisation means a multi-year, multi-million-pound core system replacement. It doesn’t.

Creatio is already trusted by Credit Unions and Mutual Financial Institutions worldwide to deliver Connected Member Experiences.

Creatio’s AI-native, No-Code CRM and Workflow Automation Platform sit alongside your existing core systems – mortgage servicing, savings admin, branch platforms – and gives you the member-facing capability you need without disrupting what’s underneath.

Now it’s time for UK Building Societies to both benefit from it and from Salocin Group as your local implementation and advisory partner.

Live in weeks, not years.

Salocin Group provides the strategic advisory and implementation expertise to make sure you’re automating the right things, in the right order, for the right reasons.

Together, we deliver CRM transformation that’s live in weeks, not years.

The pressure is real. The clock is ticking.

The cost of maintaining legacy CRM systems is now higher than the cost of replacing them – and your members expect more.

57%	of IT budgets are tied up maintaining legacy systems.
0% vs 100%	of Building Societies have completed the shift to modern, modular architecture. Every challenger bank already has.
0	Building Societies have rolled out AI. Many are piloting. None are yet at scale.

In-house IT teams are spending most of their time keeping old platforms running – not innovating. Meanwhile, regulators are raising the bar on evidencing member outcomes.

Every quarter you spend patching ageing infrastructure, is a quarter you're not investing in Connected Member Experience, operational efficiency or regulatory readiness. The total cost of standing still – licensing, maintenance, manual workarounds, compliance risk – is compounding.

42 Building Societies. **£525bn** in combined assets. **24%** of all outstanding UK mortgages. *The sector is too important to stand still.*

Strategy first. Technology second. Always.

Salocin Group is a data, digital and CRM transformation partner. We're advisory-led and data-first – which means we start with your strategy, your data and your member outcomes, not with a platform demo.

Our approach follows a clear sequence: strategy, data, CRM, AI, adoption.

For building societies, our recommended approach is to start with a CRM and data maturity conversation (free 90-minute meeting). You can expect an honest, no-pitch assessment of where you are, what's realistic and what's the best strategy for your specific reality.

One platform. No-code. Live in weeks.

> "Big consultancy thinking. Without the price tag."

One platform. No code. Live in weeks.

Five differentiators:

Lower total cost of ownership.

Licensing costs 20-40% lower than legacy CRM platforms - with unlimited users, unlimited workflows, unlimited AI agents and unlimited API calls included. No surprise consulting bills. No per-user penalties for scaling.

No-code means self-sufficiency.

Your team configures and evolves the platform in a compliant manner. You own the change, not the vendor. First United Bank – $1.9bn in assets, 23 branches – runs its entire Creatio platform with a three-person internal team.

Live in weeks, not years.

Composable, ready-to-use workflows for onboarding, complaints, retention and compliance. ESL Federal Credit Union – $10bn AUM, 1,000 users – went live in four months.

AI-native, not AI-bolted.

AI agents embedded at the work flow level for vulnerability detection, Consumer Duty evidence and member communications. Governed, auditable, designed for regulated environments.

Works alongside what you already have.

Already proven to connect with widely used core banking and servicing platforms – with no disruption to day-to-day operations.

One platform. No code. Live in weeks.

70% faster new workflow delivery	**30%** tech costsavings, first-year payback
37% reductionin TCO vs comparable platforms	**7** legacy systems replaced with one platform

Source: Nucleus Research, 2025

Ent Credit Union · General Electric Credit Union · ESL Federal Credit Union · generations federal credit union · HONOR CREDIT UNION · CONSUMERS CREDIT UNION · Lakeland · Bay Federal CREDIT UNION

Gartner · Forrester · NUCLEUS RESEARCH

Prove it before you commit.

We believe the mutual sector deserves better technology and a fast, low-risk way of getting there. Creatio is already transforming Credit Unions worldwide. Now it's time for Building Societies to benefit.

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1. **CRM and data maturity review (complimentary).**
   Assessment of your current situation and ecosystem, data quality and process maturity.

2. **Opportunity mapping.**
   Identification of the two or three workflows where Creatio will deliver the fastest and most visible value - onboarding, complaints, retention, Consumer Duty evidence.

3. **Proof of value.**
   A working prototype in your environment, typically within 8-12 weeks. You own the platform. Your team runs it. Creatio and Salocin support you along the way.

Turn Relationship Depth into Connected Member Experiences.

Your members choose you for the relationship. Discover how AI-native CRM helps financial services organisations scale that advantage across every touchpoint.

Watch the webinar on demand and download the Financial Services guide.

SCAN TO WATCH

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