


#4119: Red Rocks Credit Union Launches Virtual Assistant 'Roxie' to Transform Member Service...

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Darius Wise, President and CEO of [Red Rocks Credit Union](#), joined us on the show to share the big news about his credit union recently launching "[Roxie](#)," their new virtual assistant that is designed to transform member service.

According to Darius, Roxie is a fully conversational, voice-first assistant built on advanced, agentic AI -- developed in conjunction with [interface.ai](#).

Darius added that the reason behind Roxie is Red Rocks' commitment to stay ahead of what the credit union's members need, long-term to deliver a more responsive and future-ready credit union.

He expects the technology to manage more than half of routine inquiries by the end of the year, allowing staff to focus on complex interactions and expanding service capacity without additional headcount. Roxie supports expanded service hours, reduce cost-to-serve and meet rising expectations for fast, intuitive support.

Q&A

What is Roxie and how does it enhance member service at Red Rocks Credit Union?

Roxie is a new virtual assistant designed to transform member service by providing faster, friendlier, and more modern experiences. It's a voice-first assistant available 24/7 for immediate access and support.

What specific tasks can Roxie handle for members?

Roxie can handle common needs such as balance transfers, transaction inquiries, branch information, and general questions, resolving 75% of requests without staff involvement.

How does Roxie differ from other virtual assistants?

Roxie is voice-first and fully conversational, designed to complement staff rather than replace them, and is purpose-built for community financial institutions.

What results has Red Rocks Credit Union seen since Roxie's launch?

Since launching, Roxie has handled over 3,000 calls, with 55% of callers actively engaging with her, reducing pressure on contact center staff without increasing headcount.

What are the long-term goals for Roxie at Red Rocks Credit Union?

The long-term goals include expanding service hours, improving efficiency, reducing costs, and laying the foundation for future capabilities as the credit union grows.

How does Roxie support the broader digital strategy of Red Rocks Credit Union?

Roxie demonstrates responsible adoption of advanced AI, supporting the credit union's mission to be more innovative and community-focused, enhancing service for both members and staff.

Check it out and let us know your thoughts. And be sure to watch the entire episode below for all the details.

