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## Red Rocks Credit Union launches virtual assistant Roxie

ColoradoBiz Staff // December 26, 2025 // 2 Minute Read

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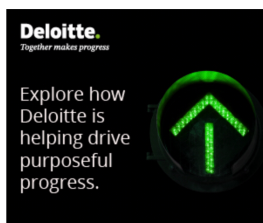
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LITTLETON, Colo. — **Red Rocks Credit Union** has introduced Roxie, a **virtual assistant** designed to provide members with faster access to account information and support around the clock.

### IN BRIEF:

- Red Rocks Credit Union launched Roxie, a new AI-powered virtual assistant
- The voice-first service provides 24/7 support by phone for members
- Roxie is expected to handle more than half of routine member inquiries
- The system was developed in partnership with fintech provider [interface.ai](#)

The voice-first assistant is available by phone 24 hours a day and is designed to handle routine inquiries, such as balance checks, recent transactions, and common questions. Credit union officials said the technology will allow staff to focus on more complex member needs while expanding service capacity without adding employees.



Red Rocks is among the early **credit unions** nationwide to deploy a fully conversational virtual assistant built on advanced artificial intelligence. The credit union expects Roxie to manage more than half of routine member inquiries by the end of the year.

The system was developed in partnership with [interface.ai](#), a technology provider focused on community financial institutions. The platform supports natural voice interaction, secure authentication and rapid information retrieval, helping reduce wait times and improve member access.

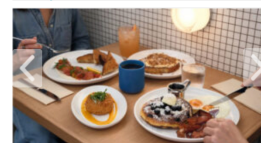
“People expect service that is simple, personal and fast,” said Darius Wise, president and CEO of Red Rocks Credit Union. “Our focus is on creating tools that make members’ financial lives easier while preserving the human connection that defines who we are.”



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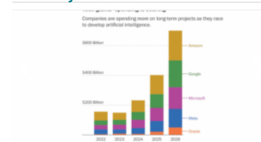


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Roxie uses multifactor authentication to verify member identity and protect account information during each interaction. Credit union officials said the technology also improves accessibility and provides consistent service during peak call volumes and after business hours.

Red Rocks selected interface.ai in part for its security and compliance standards. The company's platform is ISO 27001 certified and SOC 2 Type II attested and aligns with financial data protection requirements.

Josh Henderson, senior vice president of IT at Red Rocks, said the virtual assistant is intended to complement staff rather than replace them.

"Roxie helps our team focus on conversations that require a human touch while giving members more control and convenience," Henderson said. "It also lays the groundwork for future capabilities as member needs evolve."

The launch comes as credit unions across the country explore new technologies to extend service hours, reduce costs and meet rising expectations for immediate support. Red Rocks officials said the credit union plans to expand Roxie's capabilities over time to include more advanced transactions and financial insights.

Roxie is now available to all Red Rocks Credit Union members. More information is available on the credit union's website.

Tags: [AI banking](#), [credit unions](#), [digital banking](#), [fintech innovation](#), [interface.ai](#), [member service](#), [Red Rocks Credit Union](#), [virtual assistant](#)

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