

Alkami and Red Rocks team up to enhance digital banking

September 26, 2025



Red Rocks Credit Union, a Colorado-based credit union with over four decades of service, and Alkami Technology have expanded their partnership to deliver enhanced digital services and data-driven member engagement.

The collaboration builds on Red Rocks' commitment to pair trusted, people-first support with modern financial tools. By adding Alkami's Digital Banking Solution and Data & Marketing Solution to its existing Onboarding & Account Opening Solution, the credit union aims to offer a unified experience for members, supporting personalised and anticipatory banking at every stage of life.

Alkami is known for its Digital Sales & Service Platform, which combines onboarding, account opening, mobile and online banking, and marketing analytics into one integrated suite. Red Rocks, meanwhile, has established itself as a community-focused credit union, serving thousands of members across Colorado with an emphasis on financial support that aligns with purposeful living.

Through this expanded partnership, Red Rocks will soon roll out Alkami's Digital Sales & Service Platform, enabling the credit union to onboard, engage and grow relationships with members throughout the account lifecycle. The approach promises to strengthen the institution's Anticipatory Banking strategy, giving members personalised financial journeys supported by data insights.

The addition of Alkami's Digital Banking Solution will enhance navigation, consistency across devices and business banking capabilities, while the Data & Marketing Solution will allow Red Rocks to leverage real-time insights into member behaviour. This will support smarter segmentation, automated campaigns, and personalised offers at key financial moments such as home buying or debt repayment.

Red Rocks Credit Union president and chief executive officer Darius Wise said, "At Red Rocks, we believe purposeful living starts with strong financial support. Our members are asking for digital experiences that feel personal and trustworthy, and expanding our partnership with Alkami helps us deliver just that. By pairing trusted support with modern digital tools, we can serve members more personally and anticipate their needs with confidence at every stage of life."

Alkami vice president, product management Taylor Adkins said, "Red Rocks Credit Union understands that a unified digital experience is key to building lasting member relationships. With the Alkami Digital Sales & Service Platform in place, they can deliver connected, personalized experiences from the very first interaction to every day after. We're proud to be their partner on that journey."

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