Credit Union Invests in the Member Experience

Business Goals achieved

- Improved the member experience
- Increased revenue
- Increased productivity
- Reduced operating costs
- Mapped the member journey
- Introduced innovation to attract younger members
- Provided roadmap to improve brand protection
- Improved quality of IT solutions
- Dramatically improved the member services experience

Current Environment

- Lack of member journey mapping
- High risk for brand protection
- Lack of member profile routing
- Lack of speech enabled automation
- Lack of real time visibility of interactions
- Lack of workforce management
- Antiquated quality management
- Antiquated outbound communications
- Standalone self service
- Lack of integration of member database
- Voice and email routing only
- Poor collaboration on web site
- Lack of virtual collaboration
- Video rarely used
- Increasing number of fraud attempts

Member Experience Investment Provides Long Term Growth

Strategic Value of Investment

- Increased net promoter score
- Increased "agent" productivity
- Deployed pandemic readiness architecture for all technology solutions
- Improved management visibility across members, employees and interactions
- Deployed immersive video to support wealth management interactions
- Deployed modern collaboration solutions for all forms of communications

Financial Impact Summary:

- Increased NPS first year by 18%
- Reduced operating expenses 23% annually
- Increased productivity by 31%
- Increased revenues first year by 12%
- Increased members first year by 14%