

TECHNOLOGY@CU

A Technology & Operations Supplement to 3Q10 Credit Union Strategy & Performance

Branching [7]

Call Centers [19]

Remote Services [31]



Published By

CALLAHAN
ASSOCIATES

Sponsored By



PSCU FINANCIAL
SERVICES*

SHARED VISION. SHARED VALUES.*

TECHNOLOGY@CU

A Technology & Operations Supplement to 3Q10 Credit Union Strategy & Performance

Published By

CALLAHAN
ASSOCIATES

1001 Connecticut Ave, NW Ste. 1001, Washington, DC 20036
Ph: (800) 446-7453 | F: (202) 223-1311 | Editor@CreditUnions.com
Callahan.com | CreditUnions.com

© Copyright 2010. All rights reserved.
Copyright is not claimed in any works of the United States Government. Copyright is claimed in all other materials and data of the United States Government, such as lists, data arrangements, comparisons, analyses, charts and illustrations. Material protected by copyright may not be reproduced in whole or in part, in any form whatsoever, without the express permission of Callahan & Associates.

Technology@CU is a supplement to Credit Union Strategy and Performance (CUSP).

CUSP Subscription Information

\$129/year | (800) 446-7453 | Subscribe Online @ CreditUnions.com
For article reprints or to purchase additional copies, please contact our subscriber services at (800) 446-7453.

ISSN 1935-9225 ISBN 1-934330-29-2

Thank you to our sponsor: PSCU Financial Services



PSCU FINANCIAL
SERVICES®

SHARED VISION. SHARED VALUES®

Editor

Alix Patterson
editor@creditunions.com

Managing Editor

Rebecca Wessler

Creative Director

Michelle Hoopes

Graphic Designer

Laura Mattis

Callahan Writers

Thomas Cullen
Aaron Pugh

Guest Contributors

Chris Mark, Propay, Inc.
Steven Reider, Bancography
Peter Schmitt, PSCU Financial Services
PowerHouse Consulting

Advertising Inquiries

(800) 446-7453
Chad Camilli, ext. 146
Allen Pierce, ext. 165
Amber Wynkoop, ext. 173

*Technology@CU is a publication of
Callahan & Associates, Inc.*

Chip Filson, President

Management Team

Jon Jeffreys
Jay Johnson
Bruce Mancinelli
Alix Patterson
Scott Patterson

Board of Directors

Ron Daly
Doug Fecher
Randy Karnes
Bob Minor

TABLE OF CONTENTS

Editor's Note	4
BRANCHING	7
The Role of the Branch in the Age of Mechanical Banking By Steven Reider, Bancography	9
Branch design should increase opportunities for members to interact with branch personnel.	
Loans on Aisle Three By Aaron Pugh	13
For mobility and maneuverability in a recovering market, in-store branches are a valuable option.	
Lost in (Branch) Space By Aaron Pugh	16
Can utilizing retail appeal turn financial institutions into a "third place" for members and customers?	
CALL CENTERS	19
Increase Revenue & Member Satisfaction By Chris Mark, Propay, Inc.	21
Credit unions that accept debit or credit payments on loan balances capitalize on purchasing trends and maximize call center value.	
7 Ways to Measure a Credit Union Contact Center By Peter Schmitt, PSCU Financial Services	26
Many credit unions can increase their service, expand hours, build revenue, and reduce operating costs through an often overlooked and under managed area of the front line – the contact center.	
Call Center Metrics Table By PowerHouse Consulting	29
Call center metrics help a credit union assess the overall performance of the call center and its agents.	
REMOTE SERVICES	31
Don't Miss the Bus By Aaron Pugh	32
Palisades Federal explores the advantages of a mobile branch solution.	
A Room With a View By Aaron Pugh	34
Remote tellers systems have evolved from a convenience and safety measure to a cost-effective branching strategy.	
Never Far Away By Thomas Cullen	36
Remote deposit services extend a credit union's reach.	

Enjoying Technology @CU?

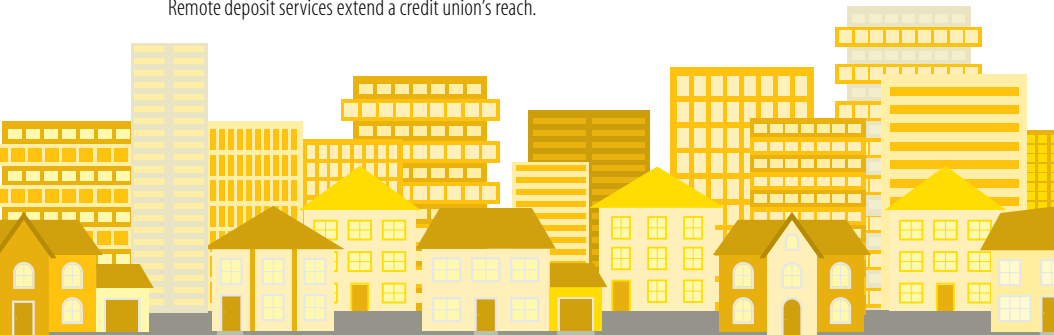
Our sister publication, Credit Union Strategy & Performance (CUSP) contains additional information to help your credit union succeed in the current market.

Every quarter, CUSP subscribers have access to:

- Analysis on the Latest Trends
- Strategies from Top-Performing Credit Unions
- Interviews with Leading CEOs
- Five Dynamic Online Performance Management Tools to Improve Decision-Making

And more!

Start receiving this insight today by subscribing at www.CreditUnions.com/CUSP



con-ven-i-ence [*kuhn-veen-yuhns*]

n. anything that saves or simplifies work, adds to one's ease or comfort.

Synonyms: utility, handiness, availability.

Understanding how members define convenience is the holy grail of financial services. At least it seems that way.

Some members demand physical proximity; others want constant access. Still more just don't want to talk to another human being.

One year ago, we launched *Technology@CU* as a quarterly supplement to *Credit Union Strategy & Performance* with a similar discussion. Just like then, this 3Q edition covers the touch points that members correlate with convenience. Elements such as the branch, the call center, and other more dispersed services such as remote teller systems and remote deposit capture.

For the majority of members, convenience still includes access to physical buildings and polite, helpful member service reps. But people need support systems, and the member service networks covered in this edition are an essential component of the "convenience factor" members value when determining their primary financial institution.

Steven Reiders' piece, "The Role of the Branch in the Age of Mechanical Banking," explores the issue more completely. It starts on page 9.

Branches and call centers are a platform not only for delivering a high level of service but also for expanding relationships through dialogue. Technology is enhancing the efficacy of member-credit union interaction by providing front-line staff with the information and tools needed to better assist members.

Once regarded as a back-office cost center, the call center has evolved into a pillar of an effective member-service strategy. Peter Schmitt offers helpful tips and tricks in "7 Ways to Measure A Credit Union Contact Center," which starts on page 26.

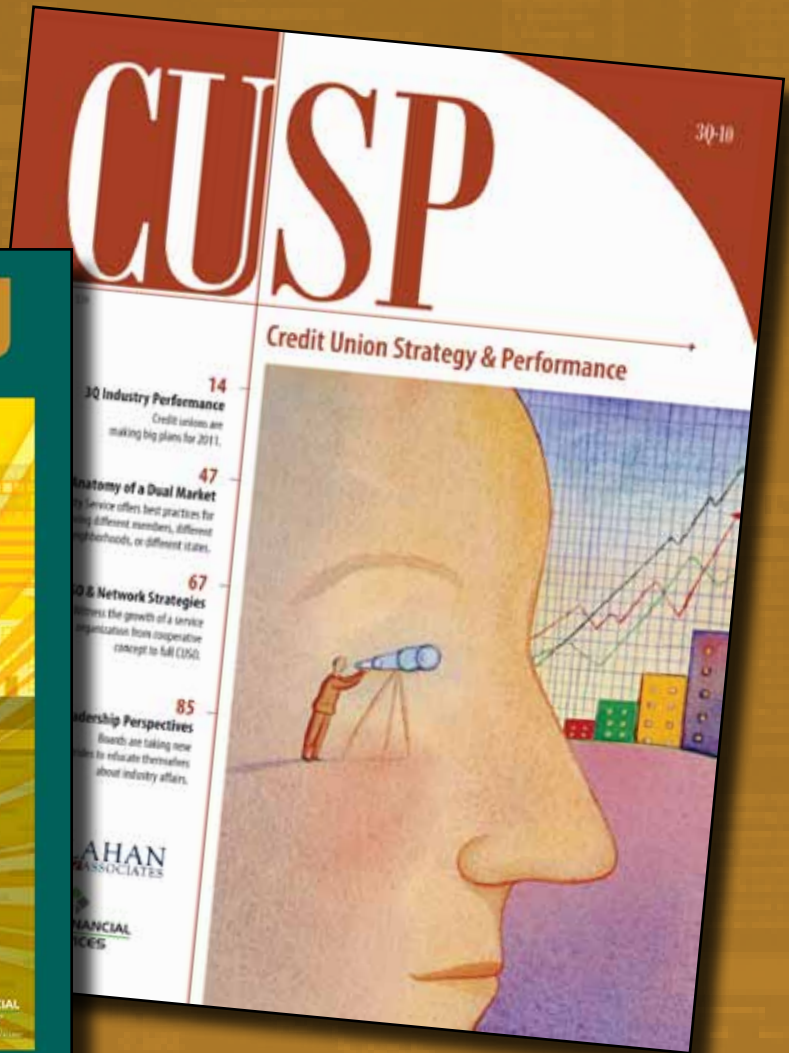
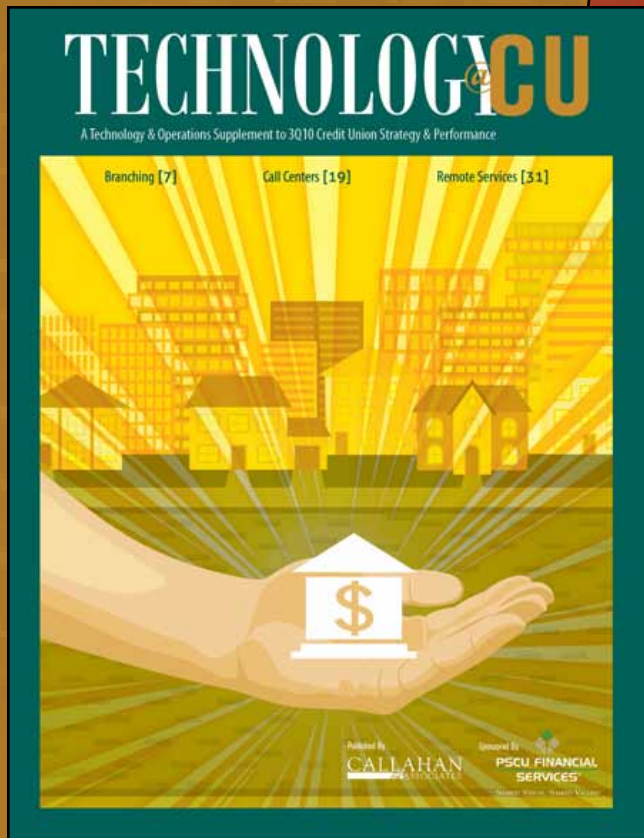
In this edition's final section, the Callahan researchers take a look at some non-traditional branching options that are becoming mainstream. Aaron Pugh showcases how Palisades is delivering a branch to members' front doors — a decidedly useful strategy for SEGs with mobility concerns. Thomas Cullen writes about a relatively small credit union that is delivering uncommon ease and access.

The definitions and incarnations of convenience are irrelevant. All you really need to know is that members want what they want, when they want it, how they want it. And they want it now.

These pages will help you figure out the most effective way to give it to them.



ALIX PATTERSON | EDITOR
editor@creditunions.com



Technology@CU is a supplemental text that is packaged with our quarterly Credit Union Strategy and Performance journal. Each quarter, CUSP provides an in-depth analysis of industry performance, while giving credit unions practical advice on how to identify challenges and opportunities. With a Technology@CU and CUSP subscription you will:

- Learn from case studies and success stories
- Receive expert commentary and analysis about technology affecting credit unions today
- Discover actionable tactics to enhance member value
- Tips on how to develop a sufficient technology budget

LEARN MORE