

Delivery Channels

Overview:

Reaching members through new and established delivery channels, credit unions are finding additional ways to support members' varied financial needs. With the current challenging economic environment, credit unions are focused on ways to reassure members of the continuing value of membership.

The CUtv "Delivery Channels" channel features webinars highlighting the latest delivery channels credit unions are using, including call centers, mobile banking, ATMs and more. You will also learn strategies for increasing the efficiency of the channels you are currently using.

Audience:

This channel appeals to anyone responsible for delivering excellence in member service, via remote channels such as website, mobile banking, call centers, branching and more.

This channel meets the specific interests and needs of:

Operations Managers

Marketing Managers

COOs

CEOs



Examples of Past Webinars:

Branching Strategies - Maximizing New Branch Opportunities in Your Market

Balancing Quality, Productivity and Cost in Your Call Center

A Look at the Current State of Remote Deposit Capture in Banks

Topics:

- Creating a New Call Center
- Meeting Members' Needs with Mobile Banking
- ATM Strategies
- Remote Deposit Capture
- Estatements - How to serve members more efficiently while cutting costs
- Web Site Enhancements that pay off

Strategic Objectives:

- What delivery channels are other credit unions using to reach members?
- How do I decide what technology is right for my credit union?
- How do I maximize the new opportunities in my market?
- What metrics should I use to evaluate the effectiveness of our current channels?



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