Credit union improves member services and agent performance

The Challenge

As a long-time user of Genesys contact center and telephony solutions, America's Credit Union (ACU) was already sold on its unified architecture. “There’s no other product like it that’s built from the ground up for the contact center,” said Dylan Mathews, Director of IT for ACU. The PureConnect single-platform architecture eliminates the cost and complexity associated with products based on acquisitions and loose integrations. Plus, it has a broad range of functionality that makes it easier for our agents to do their jobs.”

However, with a growing dispersed and mobile member base within ACU, and the desire to continually improve service, the company deployed additional PureConnect capabilities.

“We wanted to take advantage of some of the newer applications to improve our member experience,” Mathews said. “For instance, one of the apps would enable us to gather feedback about our service so we could further improve agent performance and better determine how members preferred to interact with us.”

Call volumes at ACU could vary dramatically from one day to the next, so the company understood the importance for high performance. “Many of our members are in the military or retired, and they typically are paid on the same two days of the month, which generates a huge spike in incoming calls,” Mathews said. “Volume could jump to more than 150% of average during these busy times. We wanted to ensure that service levels remained consistent—even during high-traffic periods.”

The Solution

To improve member services, ACU deployed customer surveys, recording and quality management.

“Deployment of the new capabilities was pain-free,” Mathews said. “It went smoothly in large part...”
because Genesys professional services helped us plan the transition. They detailed every step in advance and set expectations for the deployment and beyond. It was a lot of upfront work, but it paid off. We had a planned date for going live and we nailed it.”

Today, PureConnect supports 30 ACU agents located at its contact center in DuPont, Washington. It also supports 140 business users who rely on PureConnect for unified communications, including voicemail and fax services.

The Benefits

“Customer surveys are offered to every fifth caller to give us a more holistic view of how well we provide service,” Mathews said. “PureConnect even enables us to easily update our survey questions so we can immediately see and react to the results.”

Using the recording and quality management capabilities in PureConnect ACU gains greater insights into member interactions.

“Screen recording lets us see how agents use applications during member interactions,” Mathews said. “This helps us determine how we can improve our processes to better serve members, as well as improve training for agents.”

PureConnect also streamlined the process for adding phones. “PureConnect has had a dramatic effect by reducing the number of steps required to deploy a new phone—from about 10 steps to just three,” Mathews said. “It’s saved us both time and money.”

ACU business users also have benefitted.

“Prior to PureConnect, any time an employee needed to email an attached fax document to a member, they’d have to convert the proprietary image to a PDF or TIFF file,” Mathews said. “PureConnect eliminates this step so these images are viewable even to non-users, resulting in increased employee productivity.”

With PureConnect, ACU business users can access unified messaging capabilities using their mobile devices. The simplified administration of the solution makes it easy for ACU to manage dynamic routing, IVR changes and callback requests.

Overall, ACU believes PureConnect has delivered numerous business and member benefits.

“By working with us from start to finish and setting clear and specific goals, Genesys helped us deploy a host of new features,” Mathews said. “PureConnect is playing an even more vital role in our mission to provide the best member service possible.”

About America’s Credit Union

America’s Credit Union (ACU) is a fully insured financial cooperative that provides personal, business, home and auto loans, as well as banking services. ACU is member-owned and operated, with 153 employees serving 36,000 members in the South Sound area between Tacoma and Olympia, Washington. ACU was founded in 1954 and is headquartered in Lewis McChord, Washington. For more information, call 866-968-7128.
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Dylan Matthews, Director of IT

RESULTS

Insights into member needs from surveys improve contact center performance

Visibility into processes, from screen recordings, enriches member services and agent training

3 steps needed to add new phones, saving time and money

System reliability increased with “Heartbeat detection” between redundant servers

Scalability and reliability increased with architectural improvements

Simplified system changes as well as monitoring and reporting processes with enhanced configuration and management applications

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