



# How a Credit Union Improved the Call Center Experience and Generated \$10M in New Loans

## About

1st United Services Credit Union (1st USCU) lives by the mission of providing simpler, faster and friendlier financial services. Founded in 1932, they have the distinction of being one of the first credit unions in the state of California.

This not-for-profit banking organization offers its members 11 branches, mobile & online banking, and free access to more than 28,000 CO-OP Network ATMs nationwide.

## Problem

The team at 1st USCU was looking to attract new members and reach a different demographic. With over 10,000 members in the 65+ category, it was necessary to make a strategic move that would attract a younger audience. In order to accomplish this goal, 1st USCU recognized the need to provide more options for contacting their organization - beyond phone and email.

Adding a new contact channel would help 1st USCU reach a larger demographic by attracting new members who wouldn't normally call, and by providing a better experience to current members.

## Solution

In 2012, 1st USCU engaged Fonolo with the goal of improving the call center experience. Fonolo's call-back solution eliminates hold time, frustrating phone menus, and having to repeat information to agents - the three most common call center complaints. The credit union deployed Fonolo across three channels - mobile, web, and inbound calls.

### Customer

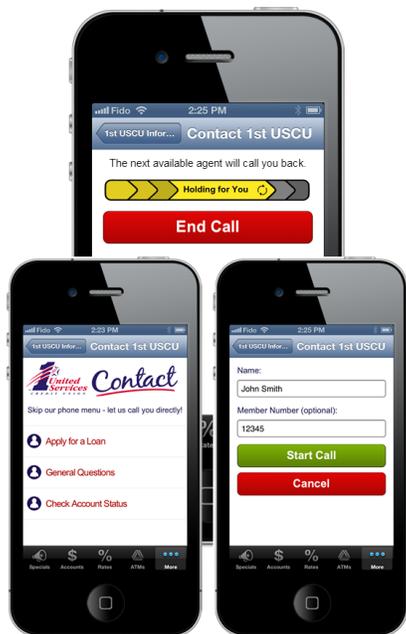
1st United Services Credit Union

### Industry

Banking / Financial Services

### ROI

\$10M in new loans



## Mobile

Mobile applications have become a necessity for companies in many industry verticals, especially those in financial services, health, retail, ecommerce, and travel. Sadly, most apps fall short when it comes to connecting users to a live agent. Often the "Contact Us" page shows no more than a phone number, forcing the customer to dial in to the company's phone menu and "start over" with an agent. Offering a seamless transition from self-serve to live agent is a key way to impress customers and increase the odds of closing a sale.

That's exactly what 1st USCU did with the latest update of their iPhone and Android applications. The "Contact Us" section, powered by Fonolo's Mobile Rescue solution, empowers their members to request a call-back from a representative without having to call the contact center first - no phone menus, no waiting on hold.



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## Web and Inbound Call

The California-based credit union also added Fonolo to two other channels – online and in-call.

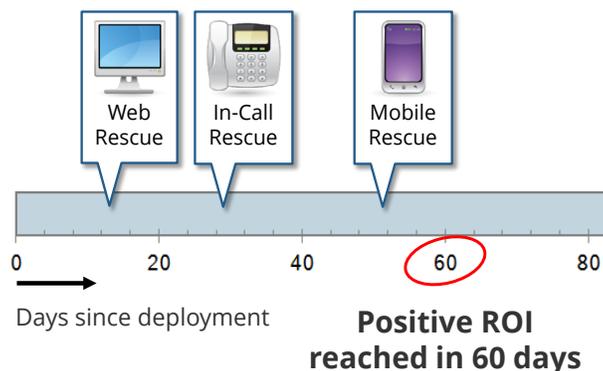
Visitors to the 1st USCU website can now schedule a call-back from a representative with Fonolo’s Web Rescue solution. Using an intuitive web interface, members simply select the department they want to connect with and, with a single click, receive a phone call without having to navigate the company’s IVR or wait on hold.

For members who call 1st USCU directly, Fonolo’s In-Call Rescue service allows them to simply “press 1” to hold their spot in the queue. They can then hang-up, knowing that they’ll receive a call-back from the next available agent.

## Results

Since Fonolo is a cloud-based service, there was nothing to install in the call center. The ease of implementation, combined with the low cost, is what encouraged the credit union to choose Fonolo over the competition. As a result, 1st USCU’s members are seeing an improved customer experience, and the credit union is realizing increased revenues.

**Through Fonolo-powered calls, 1st USCU booked over \$10M in new loans within the first year, and realized a 10% reduction in abandon rates. A positive ROI was reached in 60 days.**



*“It was remarkable how easy it was to get Fonolo up and running. We’re thrilled to be offering this improved experience to our members.”*

- Mark Edelman  
VP Member Services  
1st United Services Credit Union



## About Fonolo

Fonolo is the leading provider of cloud-based call-back solutions. The company’s innovative products improve the way call centers interact with their customers by seamlessly replacing hold time with a call-back. Regardless of where the conversation begins – on the web, mobile or by phone – Fonolo quickly and conveniently routes customers through the call center, connecting them to the right agent and eliminating hold time. A growing list of organizations, including the Royal Bank of Canada (RBC), Nationstar Mortgage and Thomas Cook trust Fonolo to improve the call center experience for their customers. Learn more at [fonolo.com](http://fonolo.com).