



# How a Credit Union Succeeded in Lowering Abandon Rates by 50%

## About

With \$1.9 billion in assets, Ascend Federal Credit Union (FCU) is the largest credit union in Middle Tennessee and one of the largest federally chartered credit unions in the United States.

Ascend believes in opening new doors for financial freedom and providing an environment where members feel comfortable. With 18 branches and 30 agents, Ascend has over 157,000 members using their superior products and enjoying their service excellence.

## Problem

Ascend focuses heavily on the customer experience. Realizing that this experience starts the moment a member phones in, Ascend tracked queue times in the call center and member feedback. The results revealed that members were dissatisfied with the long queue times they encountered. Ascend quickly sought a way to reduce hold time and improve the experience on the voice channel.

## Customer

Ascend Federal Credit Union

## Industry

Finance/Banking (Credit Union)

## ROI

50% reduction in abandon rate

Lower cost-per-call



"It's critical to us that members are more than just satisfied with their experience; that they are excited. You simply can't get this result when members are waiting on hold to be serviced."

– Jamie Jenkins  
VP of Information Technology  
Ascend Federal Credit Union

## Solution

To solve their problem without having to make major changes to their call center infrastructure, Ascend considered a cloud-based call-back approach. They turned to Fonolo's In-Call Rescue solution to give callers the option of receiving a call-back when hold-times are too long.

Now members can simply "press 1 for a call-back" while Fonolo holds their place in queue, eliminating hold times for members and ensuring an improved call center experience.

While Ascend looked at several call-back solutions, they chose Fonolo because their technical team was the most knowledgeable and the solution was most capable of meeting their needs. In addition, they didn't have to upgrade their existing infrastructure to use In-Call Rescue. Fonolo's cloud-based approach – and its ability to seamlessly interact with their existing phone system – made implementation quick and easy. To agents, a Fonolo call appears to be just another inbound call, so minimal training was required.



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## Results

With Fonolo, Ascend successfully decreased their abandonment rate by 50% and, since In-Call Rescue effectively turned inbound calls into outbound calls – reducing the number of toll-free minutes used, Ascend also experienced a reduction in cost-per-call. Not only did the contact center benefit in terms of cost savings and efficiencies, but members were thrilled with the improved calling experience.

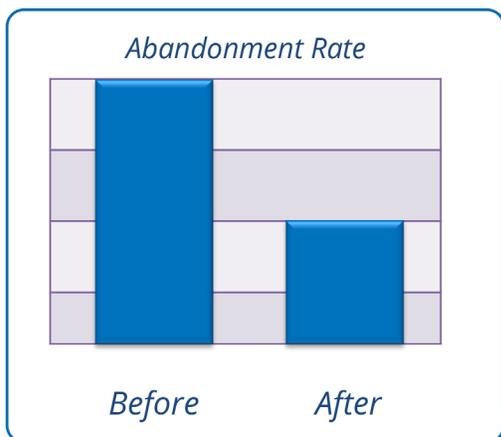
*“Our members no longer have to wait on hold. With Fonolo, we will call them back as soon as possible.”*

*– Jamie Jenkins  
VP of Information Technology, Ascend FCU*



*“We were behind the curve in offering our members a call-back option. With this implementation, we feel like we are now on par with our competitors. Our members no longer have to wait on hold and can go about their daily lives knowing that we will call them back as soon as possible.”*

*– Jamie Jenkins, VP of Information Technology*



## With Fonolo, Ascend FCU:

- ✓ Reduced abandon rates by 50%
- ✓ Lowered cost-per-call
- ✓ Improved the calling experience

## 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 trust Fonolo to improve the call center experience for their customers. Learn more at [fonolo.com](http://fonolo.com).