



## SUCCESS STORY

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



### Customer

1<sup>st</sup> United Services Credit Union

### Industry

Financial Services

### ROI

Reduced Abandonment Rates

Improved CSat

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  
1<sup>st</sup> United Services Credit Union

## The Company

1<sup>st</sup> United Services Credit Union (1<sup>st</sup> USCU) is dedicated to providing simpler, faster, and friendlier financial services. Founded in 1932, they have the distinction of being one of the first credit unions in California.

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

### THE PROBLEM

## Attracting a New Member Demographic

Like many credit unions, 1<sup>st</sup> USCU was faced with the challenge of attracting new members. The vast majority of their members were in the 65+ age category, and they needed to make a strategic move that would attract a younger audience.

To accomplish this goal, 1<sup>st</sup> USCU needed to provide its members with more ways to connect with them beyond traditional phone and email. By adding a new contact channel, 1<sup>st</sup> USCU could reach a broader demographic and attract new members who wouldn't usually take the initiative to call them.

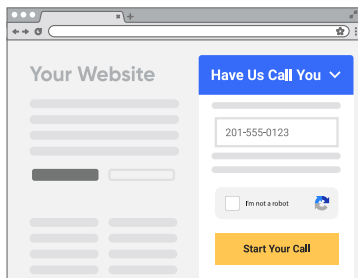
### THE SOLUTION

## A Multi-Channel Call-Back Solution

In 2012, 1<sup>st</sup> USCU engaged Fonolo to improve their call center experience. Fonolo's call-back solution addressed their three most common call center complaints: long hold time, frustrating phone menus, and the need for customers to repeat information to agents.

The credit union deployed Fonolo across three channels – mobile, web, and inbound calls. Web Call-Backs was implemented into their mobile applications and website, giving members the power to request a call-back from a representative without picking up the phone. Fonolo Voice Call-Backs were also added to their contact center, allowing callers to request a call-back from the next available agent, rather than waiting in line.

### Offer Call-Backs at Any Stage of the Customer Journey



DISCOVER MORE IN OUR WHITEPAPER

[The Smart Contact Center Manager's Guide to Handling Spikes in Call Volume](#)

### THE RESULTS

## More Control Over Seasonal Call Spikes

When it came to selecting a call-back provider, Fonolo's low cost – combined with its ease of implementation – were important factors in 1<sup>st</sup> USCU's final decision. In fact, with Fonolo's cloud-based software, there was no need for on-site installations at all!

Since adopting Fonolo, 1<sup>st</sup> USCU has reported better customer experience from their members and have seen increased revenues. 1<sup>st</sup> USCU **booked over \$10M in new loans** within the first year and realized a 10% reduction in abandon rates. They also achieved a positive ROI in just 60 days.

### Web Call-Backs IMPLEMENTED



### Voice Call-Backs IMPLEMENTED



### POSITIVE ROI IN JUST 60 Days!



0

20

40

60

DAYS SINCE DEPLOYMENT




### ABOUT FONOLO

Fonolo, the leader in cloud-based call-back solutions, empowers customers with an innovative alternative to waiting on hold. Fonolo's award-winning solutions are trusted by a growing list of call centers that aim to provide a superior customer experience. From Fortune 500 companies to SMBs, Fonolo is valued by customers for its scalability, expertise, and proven ROI.

Visit [fonolo.com](https://fonolo.com) to learn how your call center can reduce abandonment rates, smooth out call volume spikes, and lower costs.

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