



SUCCESS STORY

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



Customer

1st 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
1st United Services Credit Union

The Company

1st United Services Credit Union (1st 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, 1st 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, 1st USCU needed to provide its members with more ways to connect with them beyond traditional phone and email. By adding a new contact channel, 1st USCU could reach a broader demographic and attract new members who wouldn't usually take the initiative to call them.

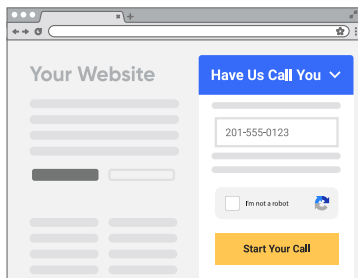
THE SOLUTION

A Multi-Channel Call-Back Solution

In 2012, 1st 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 1st 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, 1st USCU has reported better customer experience from their members and have seen increased revenues. 1st 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 to learn how your call center can reduce abandonment rates, smooth out call volume spikes, and lower costs.

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