



Case Study: VyStar Credit Union Focuses on Member Experience

QuickAssist Shaves More Than a Half Minute off Credit Card Service Calls

Overview

VyStar Credit Union was originally chartered in 1952 at the Naval Air Station Jacksonville as a safe place for civil service and military personnel and their families to save and borrow money. Today, with 46 full-service branches, VyStar is the largest credit union headquartered in Northeast Florida, serving nearly 600,000 members and having assets totaling \$7.2 billion. Membership is open to everyone who lives or works in Alachua, Baker, Bradford, Brevard, Clay, Columbia, Duval, Flagler, Gilchrist, Hamilton, Lake, Levy, Marion, Nassau, Orange, Putnam, St. Johns, Seminole, Sumter, Suwannee, Union, and Volusia counties.

The Challenge

Improving the member experience is typically a priority for every credit union. At the same time, however, there will always be budgetary constraints and productivity considerations that limit what is possible when it comes to making every interaction between members and their credit unions a moment of absolute satisfaction.

Yet there are indeed times where a “win-win” can be recorded for all parties. This was the goal of VyStar Credit Union in trying to improve service for members who were calling in regard to their VyStar credit card accounts. Having seen a demonstration of PSCU’s QuickAssist solution, the credit union decided to go for an upgrade.

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The Solution

QuickAssist is a web-based tool enabling member service representatives and back-office staff to access real-time, member account data via a single portal, rather than navigating to multiple screens or even different systems. QuickAssist promotes higher productivity and eliminates annoyance for staff when answering member inquiries about their accounts. The end result is that members get answers much faster and more efficiently.

A PSCU Member-Owner since 1998, VyStar has extensive experience utilizing the CUSO's array of solutions, including Access Point, Data eXchange, and DataVue, among others. VyStar had been using PSCU's Evolve solution—the graphical user interface (GUI) for green screens—to access and update credit card accounts, but was now ready to advance with the significant member-service enhancements QuickAssist offered.

Most importantly, VyStar wanted to shorten the length of phone calls and reduce the need for follow-up communications. However, other factors were also under consideration. Sarah Maher, Product Manager, Credit and Rewards Programs

at VyStar, says, “We’re always looking to improve the user experience. Single sign-on was a big factor in our decision to move forward with QuickAssist.”

Other QuickAssist benefits that Maher cites as being attractive included the intuitive design and the relatively short time required for deployment. By all criteria, QuickAssist would be deemed a success.

Results

“We’ve been pleased with QuickAssist,” Maher reports. Regarding the number-one objective, she says, “The single sign-on capability has shaved off approximately 36 seconds per member interaction, since the representatives are no longer required to enter their credentials or the credit card number.”

And while members were enjoying quicker time to service, great reviews were coming in from VyStar staff. Maher states, “Employees really like the solution due to its ease of use and—of course—not having to log into a separate system to service credit cards.”