Case Study: CFE FCU

Data eXchange Helps CFE FCU More Effectively Compete and Deliver the Ultimate Member Service Experience

Overview

The Challenge

CFE Federal Credit Union (Lake Mary, FL; $1.6 billion assets) moved to the Symitar core data processing platform and wanted the ability to integrate real-time credit card account and transaction information into all of its online and mobile service channels. CFE FCU also required the integration solution to support the credit union’s branding elements and deliver the same look-and-feel that members were accustomed to experiencing in the credit union’s branches and other service channels.

The Approach

CFE FCU learned that PSCU’s Data eXchange solution provided the capability to deliver real-time credit card account data to the credit union’s core Symitar system and to its online and mobile member service platforms.

Equally important to CFE FCU was Data eXchange’s ability to support its branding requirements and complete the credit union’s vision of giving members the best possible online and digital service experience.

CFE FCU and PSCU assembled teams that included architecture designers, programmers, project managers and implementation analysts to develop formal requirements and build the necessary front- and back-end components to address CFE’s objectives.
Solution
Data eXchange provides the data and functionality and the credit union determines the particular components they want to implement and deploy. Once integrated, the credit union can then display the information in their custom user interface in their online banking and mobile applications. The credit union completely controls the look and feel of the member experience.

Data eXchange can fetch the most current account and transaction information for display to the member. Additional functionality through Data eXchange will allow CFE FCU to build an even more complete member experience by adding more advanced technology and functionality.

CFE FCU realizes several valuable benefits from their implementation of Data eXchange:
- Positive impact on the member service experience
- Greater efficiency for credit union staff by enabling their access to current information and added functionality through the online channels
- Reduction in calls from members to the contact center

The Member's Experience
Here is what Data eXchange delivers to CFE’s online banking screen when the member selects to view their credit card accounts:

<table>
<thead>
<tr>
<th>Account Nickname</th>
<th>Account Name</th>
<th>Account</th>
<th>Current Balance</th>
<th>Available Balance</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>MasterCard Cash</td>
<td>MasterCard Cash</td>
<td>XXXXXXX43</td>
<td>$20.00</td>
<td>$480.00</td>
<td>Report Lost/Stolen</td>
</tr>
<tr>
<td>Visa Secured</td>
<td>Visa Secured</td>
<td>XXXXXXX19</td>
<td>$0.00</td>
<td>$1,200.00</td>
<td>Activate Card</td>
</tr>
<tr>
<td>Visa Business</td>
<td>Visa Business</td>
<td>XXXXXXX38</td>
<td>$0.00</td>
<td>$1,000.00</td>
<td>Report Lost/Stolen</td>
</tr>
<tr>
<td>MasterCard Rewards</td>
<td>MasterCard Rewards</td>
<td>XXXXXXX56</td>
<td>$60.50</td>
<td>$439.00</td>
<td>Report Lost/Stolen</td>
</tr>
<tr>
<td>MasterCard Platinum</td>
<td>MasterCard Platinum</td>
<td>XXXXXXX34</td>
<td>$0.00</td>
<td>$1,000.00</td>
<td>Activate Card</td>
</tr>
<tr>
<td>Visa Green</td>
<td>Visa Green</td>
<td>XXXXXXX60</td>
<td>$0.00</td>
<td>$1,000.00</td>
<td>Activate Card</td>
</tr>
<tr>
<td>Visa Rewards</td>
<td>Visa Rewards</td>
<td>XXXXXXX80</td>
<td>$60.00</td>
<td>$440.00</td>
<td>Report Lost/Stolen</td>
</tr>
</tbody>
</table>
Clicking “Report Lost/Stolen” shows the screen below:

![Report Lost/Stolen Screen](image1)

Clicking “Card Activation” shows the screen below:

![Card Activation Screen](image2)
Clicking the Account Nickname takes members to the Card Activity Screen, which shows the account transaction history and other information about the account:
A Credit Card Balance Transfer module enables members to transfer balances from other cards to their CFE card:
Here is what Data eXchange delivers to CFE’s mobile banking app when the member selects to view their credit card accounts:

Next Steps
With the help of Data eXchange, CFE FCU is building a complete member experience that will eventually integrate all credit card information and functionality into a single user experience. The credit union is actively building and integrating advanced functionality such as the ability for a member to request a balance transfer to their CFE card from a card at another institution, which is available today in a Data eXchange request. Upcoming functionality includes the ability to lock and unlock a card with PSCU’s Card Lock solution; transaction and fraud alerts; CU Loyalty Rewards balances, eStatement enrollment and travel notifications.