

Voice of Customer - Silver State Credit Union

Mr. Bryan West
IT Applications Manager
Silver State Credit Union

A Consistent Member Experience Inspires Superior Member Service

Silver State Schools Credit Union adopts Statement2Web

Silver State Schools Credit Union, founded in 1951, is a premier financial cooperative owned and operated by its members. The Credit Union serves the educational community in the State of Nevada by providing "Excellent Member Service and Financial Solutions – for Life!"

Making a Statement for Exceptional Service

Silver State Schools Credit Union is continually looking for ways to enhance products and services for its 65,000 members. According to Bryan West, IT Applications Manager, the Credit Union recognized the need to consolidate a mix of systems and improve various process inefficiencies when it came to members' statements to ensure continued exceptional member experiences.

"The old process that we had was deprecated," explains West. "We installed our original statement system about six years ago and it was essentially two separate solutions; the solution that the member saw and the solution that all of our employees saw. Those two solutions were not synced."

"You get the exact same statement experience everywhere – online, on paper, or in the branch – and we feel that is just the right way to service your member."

Inconsistencies between the different member statement systems meant that members would receive slightly different versions of their documents depending whether it was viewed online, printed and mailed, or reprinted in one of the branches. "When we wanted to reprint from an archive it was a completely different system and there was a large issue with reprints," says West. "Tellers were providing a different copy of the statement with subtle differences; maybe the logo moved from the left to the right, maybe the checking account appeared before the savings account, but it was not consistent."

For Silver State Schools Credit Union, this inconsistency did not inspire the desired level of confidence in the marketplace amongst their members. "We believe that presenting a consistent image allows our members to be more confident of where they are keeping their money. And that's really important," says West. "Presenting the same exact statement, the same exact experience, to the member is just the right thing to do. It's just the right way to service your member."

Partners for Success

The Credit Union looked to their partner, Harland Clarke, for a single member statement system that would provide a solution. "Harland-Clark partners with Statement2Web," explains West. "A solution where members could get the exact same experience, in the branch, at home, with a teller, via email...it doesn't matter; it is the exact same statement experience regardless of which delivery system is used. And that was the primary reason we went with Statement2Web; because it offered consistency and an across the-board solution."

"Statement2Web makes it a lot easier to show our members the value in e-statements so that they no longer want to use paper."

Combined Benefits

A lot of confusion on the part of members and tellers has been eliminated as a result of adopting Statement2Web. "We no longer have to try to explain to the member why there is a difference between how the statement they got in the mail looks and the statement that they just received over the counter," says West.

Statement2Web also brought the Credit Union up to par when it came to going paperless. "We really needed to incent members to move away from paper," says West. "The old system could not deliver statements in PDF format which is the preferred format for most members. Statement2Web makes it a lot easier to show our members the value in e-statements so that they no longer want to use paper."

Support for members already using online statements is much more efficient and online members are happier too. "We've saved a lot of money interfacing with members," says West. "There is less support needed to explain to a member how to download their statements. And our members love that the statements are provided in PDF format. It seems like such a simple thing but when we switched to Statement2Web we got just a resounding "Thank you!" from our members."

The convenience of Statement2Web has helped Silver State Schools Credit Union inspire more and more members to go paperless. "It's very difficult to convince a member to use your new service when it causes confusion or when it is not convenient for them," says West. "So in choosing Statement2Web, we made it easy to sell a convenient service to members to encourage them to use a service that saves us money."

"You can't provide excellent service if you don't have an excellent product...and now we do."

Painless Process Improvement

How was the experience for West and his team while making the transition to Statement2Web? "Implementation was fantastic. We needed to upload statements from a system that they had not seen before; but they took the data that we had, they didn't ask us to recreate any data, and they assigned the talent and the resources that they needed to get our old data into their new system."

According to West, the technical support of Statement2Web overall made his job easier. "I can't stress enough the talent. We implemented rather quickly and the prowess of the technical support team was very, very good. Not only was the implementation full of talented people even the support afterward is full of talented people, and we really appreciate that."



Excellent Product, Excellent Member Experience

Statement2Web has helped Silver State Schools Credit Union ensure its overall vision of an excellent member experience. "That's what it really boils down to," says West. "You can't provide excellent service if you don't have an excellent product...and now we do."

About Statement2Web

Statement2Web by OMI is a managed service that allows you to easily transition the delivery of paper-based statements, bills, notices, and customer correspondence to an online environment.

For more information about Statement2Web visit www.outsourcemanagement.com.