

Impact 360 Success Story: Heritage Trust Federal Credit Union

CUSTOMER:
HERITAGE TRUST FEDERAL
CREDIT UNION

INDUSTRY:
Financial Services

SOLUTIONS AND SERVICES:
Impact 360™ IP Recording

REGION:
Americas

LOCATION:
Summerville, S.C.

NUMBER OF AGENTS:
20

RESULTS:

- Increased performance scores by 50 percent
- Increased supervisor productivity by 20 percent
- Decreased search and retrieval time by 30 percent

ABOUT HERITAGE TRUST

South Carolina-based Heritage Trust Federal Credit Union (HTFCU) is a financial institution that provides a complete array of financial products and services for its members. Headquartered near historic Charleston, HTFCU is committed to serving its membership with products that range from checking and savings accounts to car loans and home mortgages. HTFCU built its organization on a member-first cornerstone — providing a place to go where members can find not just offerings but also answers and solutions.

OPPORTUNITY

With more than 70,000 members, HTFCU handles close to 1,000 calls daily in its call center located at the corporate office in Summerville, S.C. These inbound and outbound interactions include tasks such as opening new accounts, taking loan and second mortgage applications, purchasing certificates of deposit, setting up appointments for investment purposes, assisting in researching/resolving account problems, and issuing ATM and debit cards.

To effectively meet its members' service expectations, HTFCU decided to invest in a solution to monitor and record member interactions. Moreover, as a financial institution, HTFCU needed to record 100 percent of its calls for compliance purposes. At the time, the company's recording method consisted of voice recorders on the telephone, which proved to be both inefficient and unreliable.

It was clear that HTFCU needed to invest in call recording technology that was fully automated. Ease of use, reliability and robust archival capabilities were all additional characteristics the company desired in the recording technology it would select. Another requirement — to meet network infrastructure needs — stipulated the solution had to operate within its converged Cisco Voice over Internet Protocol (VoIP) environment.

SOLUTION

To fulfill its customer interaction recording needs, HTFCU implemented a recording solution from Verint® Witness Actionable Solutions™* that allows for full-time customer interaction recording in an IP environment. HTFCU selected this application for its high reliability and archival simplicity.

“In our selection process, we needed a compliance solution to meet our regulatory requirements first and foremost, but HTFCU also needed a fully reliable, scaleable system that would work in tandem with our existing IP infrastructure,” explains Ariel Smith, Network Services Manager at HTFCU. For these and other capabilities, HTFCU invested in Impact 360 IP Recording.

The solution handles HTFCU's call volumes with great ease, recording 100 percent of the credit union's member interactions. Further, the solution makes managing the captured interactions much easier. According to Smith, supervisors are able to work 30 percent more efficiently because the solution is so user-friendly.

* At the time of implementation, the solution was called eQuality® ContactStore for IP and was offered by Witness® Systems. Since then, the solution has been rebranded Impact 360, and Witness Systems has become part of Verint and renamed Verint Witness Actionable Solutions.

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“From a certain standpoint, a member calling for a particular service is the boss — we want to make sure his or her experience with our call center agents reflects the highest caliber of service.”

— ARIEL SMITH, NETWORK SERVICES MANAGER, INFORMATION TECHNOLOGY, HERITAGE TRUST FEDERAL CREDIT UNION

Impact 360 IP Recording also met HTFCU's archival needs. Like many financial services companies, HTFCU needed to archive its calls for one year. The credit union needed fast access to these interactions through efficient archiving and retrieval. Impact 360 IP Recording automatically tags and categorizes calls, so when interactions are stored, they are easy to retrieve — in the case of a dispute call, for example. Once a call is located, it can be played and restored back into the system within a matter of seconds.

Since implementing Impact 360 IP Recording, HTFCU has made great strides in its delivery of service. Its supervisors live monitor calls on a daily basis to ensure the highest levels of service are delivered. Being able to listen to an interaction in real time provides the opportunity for HTFCU supervisors to offer immediate feedback on the best ways to handle members' requests. Using the solution's Executive Recording function, supervisors can record and save the interaction from beginning to end, regardless of when the recording was initiated. Additionally, recorded interactions for each call center agent are reviewed and evaluated weekly, and performance scores are incorporated into quarterly and annual reviews.

Using Impact 360 IP Recording, call center agents are trained using “best practice” interactions that were captured using the solution. This means HTFCU is able to deliver real-life scenarios to call center agents to enhance the training experience. Agents are then coached on the elements of a high-quality contact.

HTFCU has seen its call center agent performance scores increase by 50 percent, according to Smith. “By observing the qualities of high-value calls, our call center agents are able to experience and replicate how to most effectively answer questions and offer solutions, which in turn keeps our members happy,” he adds.

About Verint Witness Actionable Solutions

Verint® Witness Actionable Solutions™ was formed as a result of Verint's successful combination with workforce optimization provider Witness Systems. Our software and services enable organizations to capture and analyze customer interactions, improve workforce performance, and optimize service processes in contact center, branch, and back-office operations.

Verint. Powering Actionable Intelligence.®

Verint Systems Inc. is a leading provider of actionable intelligence™ solutions for an optimized enterprise and a safer world. More than 10,000 organizations in over 150 countries rely on Verint solutions to perform more effectively, build competitive advantage, and enhance the security of people, facilities, and infrastructure.



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