



CUSTOMER CASE STUDY

Colorado United Credit Union

TeleVantage Improves Productivity and Service for Growing Credit Union

Problem:

- Colorado United Credit Union's existing phone system was unable to efficiently handle their call volume or keep pace with growth.
- The limited functionality was negatively affecting the credit union's relationships with its members.
- The inability to track and analyze call patterns prevented Colorado United from effectively allocating resources.

Solution:

- Colorado United chose TeleVantage, an easy to use and maintain software-based phone system that provides the functionality and flexibility they needed at an attractive price.
- TeleVantage enables the credit union to understand their call volumes and trends and to make adjustments on the fly.
- With TeleVantage, Colorado United is able to host multiple subsidiaries on a single system.

Results:

- With TeleVantage, Colorado United is able to effectively manage their increasing call volume, while improving employee productivity and member service.
- The system's open architecture enables the credit union to choose the handsets and other components that best meets their needs and budget.
- The easy, graphical system administration capabilities enable routine maintenance to be performed in-house, saving the credit union significant time and money.

Colorado United Credit Union, a well-established financial institution in the Denver area, is dedicated to providing quality service to ensure maximum member benefits, financial security, and community involvement. Over the last three years, the credit union has experienced a tremendous growth spurt, nearly doubling in size. As the business expanded, so did their technology needs, prompting a search for an advanced phone system environment that would enable the credit union to continue the delivery of quality member service, while also being reasonably priced and easy to use.

"Before, we didn't have any true phone system capabilities. It was really just a small office phone system," states Michael Landis, Vice President of Information Technology at Colorado United Credit Union. "One of the big problems with the old system that we wanted to solve was being able to view and manage calls. Also improving transfers by having direct lines and extensions, and being able to set up a call center were big requirements."

TeleVantage is the cost-effective solution

Landis found the features of TeleVantage, Vertical's software-base telephone system, to be highly attractive, as was the cost to implement. As a non-profit, it can be difficult to justify big expenses. But Colorado United found that TeleVantage was the economical choice in comparison to traditional Lucent or Avaya switches. "The cost of TeleVantage was much more affordable than a traditional phone system," states Landis. "The lower overhead to get a project like this going was what initially attracted us to TeleVantage."

Another selling point was the system's open architecture, which provides Colorado United with the flexibility needed to keep pace with their growth. With TeleVantage, the credit union is not locked into a single vendor or proprietary hardware. The system can be used with virtually any phone or telephone accessory that they choose. This enables Colorado United to work with a variety of handsets, including inexpensive, off-the-shelf phones. "We have some high-level phones for administrative and back-office users, but for the most part, we just use ordinary, reasonably priced phones. When they break, we toss them – not a big deal. Since a lot of system's functionality is inte-grated into the PC interface, we can get away with just having basic phones."

Gain Insight into Call Volumes and Trends

Colorado United implemented the flexible, comprehensive TeleVantage Call Center module to handle their large volume of monthly calls. With the original phone system, the credit union did not have any specific knowledge about their call loads and patterns, resulting in times of staff overload and compromised member service. But with the full suite of statistical reports that TeleVantage generates, they are able to track and analyze the total number of calls and how they are handled. With this information in hand, the credit union can more efficiently monitor the volume and staff resources to better meet demand. "Managing call volumes had always been a problem for us," says Landis. "That's definitely improved with TeleVantage."

"The ability to monitor the queues in real-time enables Landis to make adjustments as needed, ashe knows instantly who is available, what the aver-age wait time is, how many calls are coming in, etc. "Being able to watch the queue in action helps us be proactive," notes Landis. "Improving hold times, service levels, and other similar issues is an ongoing challenge for us, but with TeleVantage, we have the tools we need to make our business better."

Easy to Use and Maintain

Landis praises the short learning curve for new users, "TeleVantage is not a difficult phone system to learn." Since most of the staff were accustomed to Microsoft Windows-based products like Outlook, they had no trouble with the similar look and feel of TeleVantage. "People can easily make the jump to a phone system that happens to look and behave like Outlook or other Windows products that they're already familiar with. Our users adjusted to TeleVantage very well and are happy with the system."

The system's Windows-based graphical user inter-face delivered the visual call control that the credit union was looking for. With a simple point and click, Colorado United staff can easily transfer calls, establish conference calls, manage personal settings, and prioritize voice mails from their PC desk-tops. With capabilities such as these, the credit union quickly saw an improvement in service and productivity. "That is probably the #1 thing about TeleVantage," raves Landis.

Landis is also impressed with how straightforward TeleVantage is to administer, "I don't have to be a certified phone guy to figure it out." Routine maintenance, such as adding new employees and set-ting up queues, is easily handled by Landis and his staff. "As a credit union, we do have some constraints on our staffing and IT budgets. But the self-administration capabilities of TeleVantage eliminates the telephony professional from our list of staffing requirements."

TeleVantage helps expand the business

With TeleVantage, Colorado United is also able to host their subsidiary businesses, including a mortgage company and a title firm, on the credit union's new phone system. This powerful capability segregates these businesses so that they each have distinct auto attendants, dial by name directories, call logs and other privileges, yet share one server. "The ability of a single TeleVantage system to support multiple independent

organizations has turned out to be great feature,” says Landis. “Each business has their own direct lines so members and customers can call in directly.”

TeleVantage has proven to be a valuable tool for Colorado United by increasing efficiency and improving member service. “TeleVantage is a big winner for us. Once we integrated TeleVantage into our working environment, we realized this was something we had needed for a long time. I’ve been extremely pleased with TeleVantage —I love it!”

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*Michael Landis
Vice President of
Information Technology*

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