

Growing the Credit Union with the Help of Core Systems

Credit unions have so much to offer but it can be difficult sometimes for them to get the message out about the credit union difference. There is a huge opportunity in the marketplace for credit unions to grow their membership base and lend a helping hand. We have seen an uptick in member growth among our clients as more and more people realize what a sound and safe alternative credit unions are in today's volatile economy. Without a doubt, credit unions have a sense of community affinity and the ability to really know their members and their needs.

Fortunately, it is getting easier and more affordable for credit unions, even smaller ones, to offer the kinds of self service channels that the large money center banks are touting. For example, mobile banking is growing in popularity, especially among younger consumers with their iPhones and Android smartphones. We built our Mobile Banking module to be affordable and secure - it encompasses our Multi-layer Authentication piece (that we built) and works on ANY web enabled cellular telephone!

Of course online banking continues to grow in importance and usage as more people from all demographics realize the convenience of banking online. Our online banking system, OASIS, was recently updated and we added a plethora of new features - both member-facing as well as on the administration side. Again on the ever-important security front we offer a stable user-friendly version of a Multi Layer Authentication process, plus we work with our clients to implement a third party solution if that is what they prefer.

In addition to a robust and low cost mobile and online banking system we offer affordable e-statements, telephone banking and personal financial management (PFM) solutions. Our e-statements system, WEST (Web Enabled Statement Technology), has received many new enhancements lately, one being the way the statement is viewed by the member, within FORZA, and sent to the credit union. The e-statement volumes of our clients have been steadily increasing as credit unions realize the cost savings of moving away from paper statements and effectively communicate the green benefits of e-statements to their members.

Meanwhile, our audio response system, PASS (Phone Account Service System), was also enhanced with recent additions such as bilingual options. More than 85% of our clients are running PASS because of its feature set and affordability. As for PFM, we have partnered with a dynamic company called MoneyDesktop, Inc. which develops technologies that facilitate the clear understanding of personal finances and debt management. This is a robust, but easy to use, system that allows members to set budgets and be proactive in managing their finances.

At Enhanced Software Products (ESP), we have a philosophy of doing whatever it takes to help our credit union partners succeed. We constantly solicit feedback, collaborate on solutions, and strive to deliver innovative - and affordable - technology for very small credit unions to those over a \$1B in assets. When this technology is backed by 24/7 personal support, you have an unbeatable combination.



A Vendor...A True Partner

Contact Info

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Matt Lefler is Vice President at Enhanced Software Products, Inc. (ESP). Matt is part of a management team that is a balanced group of both technology and Credit Union industry professionals because we believe that a pure technology approach often loses its focus on the business it is supposed to be servicing. For over 15 years, ESP has focused on redefining the standard high tech company model. Our initial product was acquired in 1996 from a very large publicly held company. As a privately held company, ESP has been able to focus on what we feel is important to our customers while many public companies are focused on meeting stockholder expectations. ESP is growing steadily - not through merger and acquisition, but through pure quality and performance.