

Using Core Systems to Increase Loans and Deposits

Whether it is loans or deposits, the majority of credit unions must be rate competitive. It truly is a balancing act for CEOs and CFOs who are always working to manage their portfolios. Some credit unions take a more aggressive approach in running their operations like a corporation, while others prefer the relationship model. In this hyper-competitive environment, many credit unions are happy to simply expand their relationships with existing members – either on the loan or deposit side of the balance sheet.

As a leading provider of a core data processing system and ancillary products, we position ourselves as a business enabler. We provide the tools credit unions need to meet their mission statements and operating philosophy. For example, a member can have up to ten relationships in our system beyond just a household. So we deliver a terrific toolbox - backed by top notch training and technical support - that they can use to meet their specific business goals.

When it comes to increasing loans or deposits, you cannot underestimate the importance of marketing. We provide the applications that the credit union needs to build campaigns and track the results from the beginning to the end. Not only can they deliver highly targeted campaigns to specific members, but they can track employee sales performance as well. Plus marketing managers and senior executives have the ability to analyze data inside our core system, as well as in external data sources.

For signing up new members, we support multi-channel account openings that make it easy for community chartered credit unions to increase membership levels in their field of membership. Of course, for the tech savvy, we offer online, automated account openings. Additionally, our system supports the non-member channel – the rapidly growing area of short term or payday lending.

We streamline the entire lending process for both members and back office workers by auto-decisioning loans and then automatically dispensing the funds into accounts. For those members who may not qualify for certain types of loans, our system will automatically recommend counter offers based on easily customized business rules defined by the credit union's lending department. We also offer full support for the indirect lending channel, which is often a very important component of a credit union's automobile loan portfolio.

Another area that does not garner much attention, but is extremely important is the area of controlling costs and keeping operating expenses down. We strive to help our Clients in this area by delivering a high value system with a low cost of ownership. Just one example is our online banking module which is really an extension of our core system. It includes an entire bill payment component that saves our Clients large amounts of money. At AFTECH, we believe in helping our Clients run efficiently so that they can return more to their members, while simultaneously delivering state-of-the-art products and services.



Joseph Antellocy
President

Joseph Antellocy has been a citizen of the credit union movement since 1982, when he became the first Credit Union Account Executive for a Pennsylvania based Value Added Reseller (VAR). Over his 25 year core processing career he has managed sales, marketing, development, installation, and support personnel for successful national organizations. Mr. Antellocy has been President of AFTECH since February 2002. Formed in 1980 and based in Malvern, Pennsylvania, AFTECH, a business unit of Fiserv Inc., is a coordinated team of dedicated staff members with an average of more than ten years of either credit union or credit union data processing experience. Utilized by a select family of credit unions, AFTECH brings a systematic approach to successfully implement, monitor, refine, and support credit unions of any size.



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