

INTEGRATING E-SOLUTIONS TO ENHANCE PROFITABILITY AND MEMBER EXPERIENCE

While online banking and e-services in general have been experiencing rapid growth in the past few years, there is still a tremendous opportunity to bring more members into the e-services delivery channel. For smaller credit unions that may mean adding online banking, bill pay, or online loan applications, while larger credit unions may be revamping their websites and including more sophisticated services like imaging, alerting, secure messaging and knowledge management.

The trend is to move more services from the branch to the online realm. To do this, credit unions need a secure and reliable site that experiences very little downtime, plus an intuitive and easy to use interface. Making sure that their entire website is compliant is another huge issue and will continue to grow in importance.

To drive members to low cost e-services, credit unions must develop and commit to ongoing marketing campaigns - both electronic and in the branch. There needs to be incentives for the staff, and this starts at the top where senior management must instill a promotion spirit in tellers and MSR's. Credit union employees need to demonstrate the ease of use on online services, be knowledgeable about the benefits, and elicit feedback from members on how they are doing.

Whether it is website, e-transaction, connectivity, or security services, we have complete suites of solutions that help our credit union partners better serve their members' needs. Our Marketing Campaign Manager enables marketing departments to target their members and personalize their online experience. Our website services are quite comprehensive: they include design, hosting and secure forms. Online banking, bill payment, check/statement imaging, and online lending are all part of our e-transaction services. We offer a wide range of connectivity services including frame relay, private DSL, and ISP. Finally, security is our forte - not only within our data center but in the assessment, managed and monitored firewall and intrusion systems, and compliance services we offer our customers.

Credit unions have the flexibility to mix and match these services and choose among dozens of data processor, credit bureau, and other third-party interfaces as they see fit and with economical pricing that doesn't increase with each new member. We work with our credit union partners and don't penalize them for their success. While our products and services are full featured and our technology is world class, we feel that our professional, courteous and knowledgeable employees are what really set us apart.



Michael Provenzano is CEO at Cavion Plus. The company, the credit union movement's leading provider of eBusiness solutions, enables financial institutions to securely and economically serve their customers through the Internet. The company provides website, e-transaction, connectivity, and security services to more than 1,300 financial institutions. Formed through the merger of Liberty Internet Services and CUNA Network Services, Cavion Plus headquarters is in Minneapolis-St. Paul, MN, and they operate a world-class data center in Denver, CO. For more information, please visit www.cavionplus.com.