

Core Systems – Collaborating to Better Serve Members

Credit unions have always done a great job of maintaining a strong focus on member service and this trait will certainly prove invaluable as they work their way through the current economic downturn. With growth rates flat in so many different areas, now is the time for credit unions to really get the most out of their existing membership base. Directly related to this trend, we have seen a strong interest in the cross-selling and data mining capabilities of our system.

Another way to cope with the current economic situation is by implementing cost cutting programs. Areas such as Shared Branching and E-statements are garnering more interest. In addition to E-statements, there is a great deal of interest in converting notices into electronic format. When communications such as CD renewals, NSF notices, etc. go electronic, credit unions enjoy 100% cost savings of the postage and envelope expenses associated with the traditional method of mailing these paper documents.

Alerting is increasingly playing a bigger role in On-line Banking as well. That is why we are adding different “alert” features to our On-line Banking platform. With sky high gas prices, members will want to save on trips to their financial institution locations; therefore, the use of On-line Banking, mobile banking, etc. will grow exponentially in the future. Credit unions must really embrace these channels and make a commitment to providing their members with the tools that they need to serve themselves effectively and efficiently.

Members also want to feel like the credit union knows them and is looking out for their best interests. That is why we have worked hard to develop tailored marketing solutions for our credit union partners. Whether it is through direct mail or e-mail, we help them develop and send customized messages and marketing offers – all at very low costs. The goal is to help our credit unions tap into their existing resources as much as possible and use our core system to build trusted relationships with their members while helping them meet their financial goals.

Collaboration with our credit union partners is the highest priority for Enhanced Software Products, Inc. (ESP). Our most important message is that “Our product is their product”. That is why we are constantly in touch with our credit union partners and surveying them about what new features they want and need. For instance, they told us that they wanted a “Keep the Change” type of functionality for their debit card transactions, we listened and built a solution that is tailored to our credit unions. We depend on their constant feedback to tell us what they want and how their needs will function, as it relates to our core processing platform and ancillary products. This kind of laser-like focus on improving our offerings keeps our employees motivated and our credit union partners loyal over the long term.



Matt Lefler is Director of Sales 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 10 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. Within 6 months, customers were not only happy but also ready to act as references for ESP. 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.