

INTEGRATING E-SOLUTIONS TO ENHANCE PROFITABILITY AND MEMBER EXPERIENCE

In today's financial services marketplace, consumers have many options. If the FI does not offer real value, the right products and services, combined with high service levels, all the technology in the world won't make a difference.

Another part of market pressure is to deliver a consistent member experience and to leverage the member base across all business lines. This is driving the need for integration across all business and technology silos.

Little focus is paid to integration when FI's make selections of products, they mainly focus on features and functions. This narrow focus has a limiting effect on the strategic implications of such a decision. The reason for this is that many of the decision makers are rewarded on immediate tactical goals and objectives, and they are not rewarded for investment in a strategic decision. Senior Management at the credit union must take an active role in establishing bipartisan business and technology coalitions across the entire organization, with responsibility and accountability for strategic initiatives.

PRODUCT4 One-Touch® enables CUs to increase profitability using an integrated suite of retail and commercial financial delivery systems. **PRODUCT4** One-Touch® enterprise wide system integrates new accounts, loans, sales, member care, service, teller, marketing and business rules. **PRODUCT4** One-Touch® uses the Microsoft .Net framework to handle a wide range of member interactions through multiple channels, including the branch, call center, Internet, and ATM.

Because the .Net architecture provides freedom from the limitations imposed by traditional client-server or host based solutions, **PRODUCT4** is able to interface to all middleware and host systems, in addition to the credit unions' "best of breed" choices for imaging, data warehousing, CRM, profitability and other third party systems. Other benefits include low total cost of ownership and very robust features and functions. Plus, redundancy is eliminated, data is available throughout the entire organization no matter where it resides, errors are reduced or eliminated, and people have the tools necessary to sell more products and services.



Daniel Moskowitz is President of **PRODUCT4**, a St. Louis based company that has been producing sophisticated software solutions for financial institutions since 1979. They have been honored by Microsoft as one of their top independent software vendors. **PRODUCT4** is designed for the delivery of banking products and services regardless of how members interact with the credit union; whether members contact the credit union via the teller, branch platform, loan platform, call center, fax, e-mail, kiosk or the Internet. Service Centers Corporation, a subsidiary of The CO-OP Network, utilizes **PRODUCT4** to provide automation technology to its 51 shared service branches.