

# Redstone Federal Credit Union on its way to “all things electronic” using the CUBUS Notifications Suite

Top credit union cites consumer protection and cost savings as main drivers

## Profile

Redstone Federal Credit Union (RFCU) was granted its charter in 1951. Eleven individuals with assets totaling just \$55, stored in a shoebox, started the membership, and the credit union has been growing ever since. RFCU is now the largest credit union in the state of Alabama and is one of the top 25 largest federal credit unions in the United States.

RFCU has over \$3 billion in assets and nearly 350,000 members. The credit union has 21 branch locations in Huntsville and surrounding areas, along with 89 ATM stations.

## The Challenge

Paper statement presentation and other member communication are inevitable expenses for credit unions. RFCU was eager to go paperless for all member communication to save money, but more importantly, to increase the security of all members' accounts, protect them against fraud and provide a timely, convenient, and environmentally-friendly alternative.

In 2003, the credit union started on a path to creating a paperless communication exchange with its membership, adding the challenge to their core initiatives.

“Our high tech community expects us to be on the leading edge of technology and specifically taking advantage of technology that keeps their money safe and secure,” said Terri Bentley, Senior Assistant Vice President of Technology for Redstone Federal Credit Union. “They consider us their trusted advisor, their safe harbor, and technology can obviously play a role in keeping us in that position.”

RFCU was looking for an electronic solution that provided a secure and convenient way for members to get their month-end statements, notified when there was certain movement on their accounts, and routine correspondence from the credit union.

Security and fraud protection was of utmost importance to RFCU, noting that being able to provide instant alerts to members when errant activity occurred on their accounts was not only more timely than paper correspondence, it saved the credit union potentially tens of thousands of dollars annually in fraud payouts.

“From a business case it would be hard to explain not having these types of electronic communications, because the cost-benefit analysis is clear” continued Bentley. “The CUBUS notification suite was seamlessly integrated into our Open Solutions core system, and once set, it literally ran itself, and paid back quickly in terms of hard costs and goodwill with our members.”

RFCU conservatively estimates that the net gain of not sending paper statements and letters is about \$1 per instance. With nearly 90,000 members using electronic statements, the savings add up quickly.



**CUAlerts**



**CULetters**



**CUStatements**

### By the numbers

**Total active online members**

**111,000**

**Members using electronic statements**

**89,000**

**Annual Cost savings from e-statements**

**\$1,000,000**

**Letters being generated monthly**

**100,000**

**Annual Cost savings from electronic letters**

**\$600,000**

**Account balance alerts monthly**

**34,000**

**Debit card alerts monthly**

**27,013**

**Annual increase in electronic statement users**

**Over 25%**

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## The CUBUS Solution

The CUBUS notification suite securely communicates different types of messages electronically to credit union members through alerts, statements, letters and reminders. The suite of products is easily integrated into a credit union's core banking system, and includes ways to migrate members if the credit union is currently using another electronic statements product. The suite works in tandem to provide faster and safer member communications that are highly customizable, and maintain the integrity of the original format.

**CUStatements** provides a variety of online monthly statements to members. It lets members view several years of statement history anytime from anywhere.

**CUAlerts** lets members customize alert preferences such as when account balances go above or below a certain level, how many times a day to receive alerts, what email addresses to use for specific alerts and more.

**CULetters** is an electronic letter generation and delivery management system used to deliver electronic letters safely and conveniently to members, who can access the correspondence in a secure, easy-to-use html format.

## About CUBUS Solutions

CUBUS Solutions, headquartered in Livermore, CA, is a software company that provides powerful online banking applications to credit unions helping them better serve and retain their members through innovative service offerings, more efficient and cost-effective operations, and creative membership rewards programs. The company has a suite of cost-saving and green business software solutions specifically for credit unions which include electronic statements, electronic alerts, electronic notices, remote deposit capture, rewards checking, card cash back, loyalty points, and several other online banking solutions. For more information visit [www.cubussolutions.com](http://www.cubussolutions.com).

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