

Enabling Innovation with the Help of Core Systems

We see credit unions of all sizes seriously focused on gaining efficiencies and boosting self-service. Efficiency innovations take many forms, but some areas of high interest right now are in loan decisioning and processing due to the fact that there are often large productivity gains to be found in lending automation.

Member self-service can take many forms, both in the branch (kiosks/ITMs/video/etc.) and the digital channels. A true win-win scenario for many of our CU partners is when we move credit card processing in-house for them. This transition gives members much more control over their card activities – an in-house system really helps the CU deliver a high-tech and high-touch feel. As a big bonus, the CU enjoys more detailed monitoring capabilities as well as higher margins.

Mobile remains top of mind for all of our CUs as they look for ways to better serve their busy members. All of our digital offerings come in at a lower price point than third-party solutions and offer great functionality. Our smaller clients with limited brick and mortar are happy to get these solutions in place because it makes them look like a much larger institution, plus we can quickly deploy and service a wide range of our bundled digital solutions (mobile, online, audio, RDC, e-docs, imaging, etc.). As for our Clients looking for a more comprehensive offering, they have the option to work with our partners Tyfone or HomeCU for their digital banking needs. Both these organizations are leading edge digital banking providers that offer a scalable omnichannel solution that provides robust digital banking services on any device.

Everyone is familiar with the “Great Resignation” and overall post-pandemic labor shortages and, of course, credit unions are also familiar with this difficult situation. Our core philosophy from Day One has been our firm belief that business is more than the next deal; it’s a partnership. In that spirit, we have been assisting some of our clients in overcoming their acute staffing problems by actually placing some of our employees part-time on site at the CU to assist in any way that is needed. While virtually all vendors have on-site staff during core conversions, we believe that we are the only core data processing vendor to offer this level of personalized assistance – teller, lending, back office, call center, etc. – during regular operation periods.

From shared staffing to full featured and affordable core processing, ESP is dedicated to the success of our CU partners. We are continually striving to deliver relevant products and services that help our CUs compete in an increasingly competitive marketplace. In addition to our packaged solution set for CUs that prefer full core oversight, there is also an open framework of over 75 vendors for those seeking the ultimate in customization. The bottom line is that our product innovation is always client driven: we take the ‘wish lists’ from our CUs – who range in size from a just a few million in assets to over a billion in assets – and do our very best to incorporate them into the following releases of FORZA³™.



Contact Info

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Matt Lefler is Vice President 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 25 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. 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.