



Application Story

First Community Credit Union

Secure Instant Messaging Boosts Quality Of Service at Houston Credit Unions

Offering consistent, high quality customer service is a vital part of the member retention strategies that credit unions need to employ in today's competitive market. Many of the software technologies available today are valuable components in the arsenal of tools designed to boost the effectiveness of a credit union's overall customer service initiative. Houston-based First Community Credit Union (FCCU), which currently has seven branches throughout the greater Houston area, realized that secure enterprise instant messaging could assist their customer service efforts immensely when they began using the pop-up messaging feature in the Novell operating system. But once it migrated to the Microsoft Windows™ NT operating system FCCU decided to search for a replacement that would provide its employees with a way to communicate inter- and intra-branch in real time.

Problem:

- Migrating from Novell to Windows NT environment eliminated pop up messaging
- Stringent security policy required secure, comprehensive IM solution

Solution:

- e/pop Professional, a secure instant messaging, presence and real time communications software for business

Business & IT Benefits:

- Increased efficiency of communications between branches
- Faster resolution of customer-related issues
- More customers serviced during business day

After a testing and evaluation period, FCCU decided to standardize on WiredRed's e/pop for secure, comprehensive, real time instant messaging capabilities. WiredRed's e/pop was effortlessly rolled out to employees in all eight branches by creating a simple server-based installation script and notifying all branch personnel to install it.

To date, FCCU has deployed e/pop in all seven branch offices. It enables the credit union's 190 employees to seek information on loan applications, in real time, from loan officers located in other branches. Utilizing e/pop ensures rapid resolution to customer service issues. In addition, because e/pop includes a comprehensive presence system, FCCU employees know who is in the office and available immediately allowing them to start a chat session with one or more co-workers immediately. The FCCU IT department also utilizes e/pop's instant messaging capabilities to provide technical support to employees. This helps to decrease the amount of time traditionally spent on the phone to fix problems related to specific applications, the network or the Internet. The ability to integrate the e/pop presence system with the FCCU Microsoft

Domains directory also allowed FCCU's Director of Network Operations to utilize the established directory for groups and individuals authorized to initiate chat sessions.

The security, flexibility and administration capabilities in e/pop has helped FCCU to maintain its high quality customer service standards by increasing the efficiency of its communications, general productivity and teamwork among employees. Rather than picking up the phone to try and reach co-workers, FCCU employees now utilize e/pop's sophisticated presence system to instantly determine who is at their desk and available. Customer service-oriented tasks that were previously accomplished by using the phone can now be achieved by initiating an online chat session with one or more employees for immediate resolution of the issue while the member is present. Not only do the credit union's members benefit by receiving faster customer service, FCCU can now service more customers during working hours as a result of using real time instant messaging technology.

Instant messaging is no longer just a teenager's chat tool. Products created specifically for business have a variety of security and encryption options, central administration capabilities and are interoperable with leading network directories such as Microsoft ADS and Domains, Novell eDirectory and LDAP. Instant messaging technology itself is evolving beyond simplistic message "pings" to offer serious collaboration capabilities in real time. For credit unions, instant messaging can be the key to accelerated communications between credit union employees, which translates to an enhanced customer service experience for the member.

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