



# Enhancing Member Experience & Communication with Texting

## Success Story



**A Better Choice**

"What we are doing now compared to before is leaps and bounds better; the baseline was such a lift in the member service capabilities."



**Kimberley Davis**

Director of Sales & Service



## Use Cases

Lending | Contact Center | Member Experience

## Impact



## About

Natco Credit Union is the second largest Credit Union in Indiana, serving members of all backgrounds. They are CDFI certified and truly personify having their members at heart and giving back to the community around them, with a 5 star rating from the nation's leading independent financial institution rating firm every quarter since 2010.

## Challenge

### Customer Communication

Natco's call center, along with traditional phone lines, provided a text message solution prior to the addition of Eltropy. The prior solution lacked any sort of dynamic routing or ability to assign a text conversation to a different operator, and made the usage of texting more of a hassle than a help to the call center. Because of this, Natco was still running into issues with delayed response times to their members or conversations getting lost and not properly followed up with said members. Being able to communicate with members for issues like branch closures or marketing new products left them a lot of room for improvement. They had a text solution, but their solution wasn't enabling them to interact with their members in the ways in which they wanted to.



How Eltropy improved things →

## Solutions

### Segment Different Departments

With their new texting capabilities under Eltropy, including skill based routing and conversation reassignment, Natco was able to establish different departments to better service their members. With instant text sync & different member profiles, Natco could now see their specific agents interact with members through their roadblocks: all in real time. This organization and ability to categorize conversations for different departments, based on the specific members' needs allowed for better servicing and quicker response times.

### Better Member Satisfaction

With the increased speed of responses and increased options for document exchange, Natco was able to provide a much higher level of customer service to their members. With the introduction of compliant messaging, Natco could now guarantee their texts were being sent in the first place, and ensure the messages being sent were done so with the highest level of security. Optimal text messaging also allowed Natco to connect with their members quicker from a contact center perspective. Members no longer had to wait on hold to speak to someone or worry about their call getting bounced or dropped.

### Results

From day one, Natco saw a significant increase in their ability to text with their members.

Within a 30 day span, they were able to send over double the amount of text messages compared to prior months, equating to almost 20,000 personalized messages.

With the new segmentation and stronger organization, usage of the platform increased 150% across all departments as well.

The addition of a new VIP saw 100 opt-ins within 5 minutes, showing how eager members were to utilize their platform of choice.



Looking to improve similarly?

Reach Eltropy



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