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## Unified Communications System from Adapt Telephony Services Significantly Boosts Member Service Levels at Los Angeles Federal Credit Union

*“Adapt's team is very knowledgeable and easy to work with, plus it is refreshing to work with a vendor that really understands credit unions.”*

**Brian Todd**, LAFCU's Manager of IT

When it came time for Los Angeles Federal Credit Union (LAFCU) to replace their eleven year old phone system, they knew that they wanted to take their time and be 100% sure that this major overhaul would serve their nearly 150 employees well. Armed with a 20 page RFP (request for proposal) and with the help of consultants from Communication Strategies, the credit union was well prepared for their in-depth search for a vendor that could not only provide the latest technology that they required for their five branches and call center in their headquarters, but who would delivery stellar service and support. Their choice after reviewing 10 major vendors: Adapt Telephony Services, a Chicago-based unified business communications solutions provider that specializes in working with credit unions nationwide.

Brian Todd, LAFCU's Manager of IT, and his team were tasked with the research and due diligence efforts. Working closely with the Call Center and other departments, the team developed the RFP and their individual 'wish lists.' The list was quite extensive and at its most basic level they determined that the system needed to:

- \* Be easy to manage
- \* Be affordable and cost effective
- \* Integrate well with their existing network
- \* Integrate well with their existing IVR
- \* Integrate well with their in-house Symitar core system
- \* Deliver a robust auto attendant
- \* Allow for screen pops

Todd recalls being "very impressed by Adapt's presentation and hands-on demonstration. Their system was so versatile and had lots of pluses." One big factor was the fact that the credit union could use their non-proprietary hardware such as (Dell, HP, IBM) servers to run the system and did not have to invest in proprietary and expensive hardware. This openness extended to the phones as well - any SIP (Session Initiation Protocol) phone works well on the Interactive Intelligence platform that Adapt installs.

### Credit Union:

Los Angeles Federal Credit Union



### Solution:

Computer Telephony System

### Benefits:

- ❖ Versatile system that does not require proprietary hardware
- ❖ Intuitive interface that is easily mastered by employees
- ❖ Saved the credit union \$50K in telecom bills in the first year



To ensure that the system would truly meet their needs, some Call Center employees traveled to other Interactive Intelligence-based contact centers to the system in action. They came away impressed and were eager proponents of the new system. When it came time to go live, Todd confirms that "the system was really well received by our employees. The interface is so intuitive that you could master it in an hour - it really is a great client."

Senior managers in all departments - not just the call center - appreciate the robust reporting that the system offers. Todd relates that "it is very simple to add, modify and delete users, and the Call Center supervisor interface is excellent." LAFUCU rolled out the system in phases and Todd was pleased to find that with Adapt's assistance "it was a pretty smooth rollout."

The new unified communications (UC) system was a great improvement over the old configuration where each branch literally had its own stand alone phone system. Now employees can easily transfer calls and see if their co-workers are available at any location via presence technology which significantly helps boost the levels of support that LAFUCU can offer to their 50,000 members. Everyone has the same client regardless of their location, and they can even use their mobile devices and 'soft' clients for communications. According to Todd, "everyone agrees that the UC system is a huge improvement over the old traditional telephone system."

One senior manager who is especially happy about the new system is the CFO because the credit union's telephone expenses plummeted by \$50,000 in the first year! The cost savings also extend to a reduction in calls to the Call Center due to the fact that the system is able to provide members with their account balances via core system integration as they wait in queue. It turns out that this 'once in every 10 years' decision was the right one to make for LAFUCU since they received all of the features and functionality that they were looking for in a unified communications solution. Todd concludes that "Adapt's team is very knowledgeable and easy to work with, plus it is refreshing to work with a vendor that really understands credit unions." *t-t*

### About Adapt:

Adapt Telephony Services LLC powered by Interactive Intelligence specializes in providing credit unions with an All-In-One VoIP communication platform, designed for every aspect of sales, marketing, member service and collections. Our solutions are used by credit unions around the country with their assets ranging from \$100M to \$3B+. Our integration into core providers allows us to provide unique applications such as Screen Pops, In-Queue Balance Announcements, Last Deposit and Last Few Transactions, Past Due routing of outstanding collections directly to the Collections team and IVR with Speech Recognition.

We also offer a world class Multimedia Contact Center (queuing of Phone Calls, Web Chats, Emails, Faxes, Check Images, SMS/Text Messages), Automatic Rules-Based Recording and Quality Monitoring of All Media Types, Screen Recording, Post Call Surveys, Work Force Management, Outbound Dialing for Collections, Cross-Selling, On-Boarding, Emergency Notifications, Unified Messaging, and Fax Server capabilities, all with complete Disaster Recovery functionality.

These components are driven from a single standards-based software platform with a single administrative interface. With 100% all applications can be backed up at once and upgraded all at once. We can integrate to your existing phone system allowing additional functionality to your communications Platform.

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