

CASE STUDY

Vericast Assists 300% Call Volume Spike during High-Impact Conversion



13,156
CALLS TAKEN BY VERICAST

74%
REQUESTING
CONVERSION ASSISTANCE

88%
HANDLED BY VERICAST — ONLY
12% TRANSFERRED TO CREDIT

7 minute
AVERAGE HANDLE TIME

93%
ANSWER RATE

BACKGROUND

SF Fire Credit Union, founded in 1951 by San Francisco firefighters, with core values deeply rooted in trust, innovation, and member service excellence, sought to convert its 45,000 active online banking members to a new online and mobile banking platform.

CHALLENGE

The platform conversion made it necessary for members, in order to access their accounts, complete a new registration process when logging in for the first time. With call volumes expected to increase as much as 300 percent during the conversion, the credit union needed to increase its call-handling capacity by teaming with a contact center solutions provider with industry knowledge and experience that could support its goal for a positive and seamless member experience.

SOLUTION

SF Fire Credit Union chose Vericast Contact Center Solutions for its industry-wide reputation of ensuring member satisfaction and loyalty with quality inbound and outbound call support during conversions. Vericast Contact Center Solutions provided the credit union with end-to-end support to help smoothly guide anxious members through a significant change event.

COMPREHENSIVE PRE-CONVERSION PLANNING

Prior to the conversion, Vericast provided the credit union a step-by-step project management task list to confirm nothing was overlooked.

EXPERIENCED CONVERSION SUPPORT SPECIALISTS

Vericast's highly trained and dedicated team of call center support specialists became an extension of the credit union, embracing its culture, business, and brand to ensure high-quality, high-touch experiences for its members.

QUALITY ASSURANCE

Vericast quality assurance specialists reviewed all calls and provided feedback to help continuously improve the quality of service.

SCALABILITY AND FLEXIBILITY

SF Fire Credit Union benefitted from Vericast's ability to scale up and down based on in-house staffing issues, fluctuating call volume, and member demands.

DAILY AND HOURLY REPORTING

Detailed daily productivity reports were provided to address and correct any issues encountered throughout each day. In addition, Vericast delivered hourly call statistics to the SF Fire Credit Union team to ensure proper routing of call volume. "Hourly reports from Vericast were wonderful!" said Rob Price, Vice President, Member Relations, SF Fire Credit Union. "You have to actively monitor — and adjust on the fly — to stay ahead of the caller queue."

RESULTS

Vericast's Contact Center Solution team provided the client-focused, best-in-class support SF Fire Credit Union needed to effectively manage its conversion.

TEAMWORK

Vericast understands the importance of teamwork in delivering quality member interactions. Our daily group chat sessions focused on collaboration and mutual support — working together as a team to quickly solve the issues of the day.

MANAGEMENT SUPPORT

The experience, professionalism, and responsiveness of Vericast's project managers helped ensure the smoothest possible conversion for the credit union and its members. "I've never been more impressed — the definition of 'best in class,'" Rob Price said.

TRUST

Our highly trained call center team becomes an extension of our clients' brand that meshes seamlessly with existing processes and standards. Our goal is to provide personalized, productive experiences and first-call resolution every time.

ONGOING RELATIONSHIP

With contact center outsource providers, the right fit is hard to find, and relationships are rarely renewed. SF Fire Credit Union was so pleased with the support and service it received from our Contact Center Solutions team that our relationship has been extended for six months beyond the initial platform conversion. Vericast offers more than a stop-gap solution, we strive to deliver the quality, dedication, and vision that reflect the core values of our clients.

Many variables impact campaign success. The information on earnings or percentage increases contained within this case study is provided for demonstrative purposes only. Vericast does not guarantee or warrant earnings or a particular level of success with a campaign.