

Vericast Provides Kern Schools FCU Members “Best Service Possible”



BACKGROUND

Kern Schools Federal Credit Union is the largest member-owned financial institution headquartered in Kern County, California. Since its humble beginnings in 1938, Kern Schools has embodied its motto of “People Helping People.”

With more than 150,000 members and \$1.4 billion in assets, Kern Schools FCU is known for their community-based approach to financial solvency.

2½ week
conversion period

92.82%
answer rate

13,000+
calls answered

60,000
members serviced

CHALLENGE

Kern Schools FCU was gearing up for its second online banking conversion and wanted a proactive strategy to ensure stellar member service and a seamless experience for their staff and members.

SOLUTION

To prepare for the pending influx of inbound calls, the credit union knew it had to find a service provider that could expertly assist them logistically and operationally. Once they learned about the Customer Change Management solution from Vericast, Kern Schools FCU worked with Vericast to provide augmented contact center capacity to ensure members received the highest level of care throughout the conversion.

“My impression of Harland Clarke before I started this project with them was check printing. I had a very limited understanding of what Harland Clarke was and what they provide for their clients, and I have learned a lot since

then. I found out that what they would provide was a very customized solution for us. They also had some really great technical solutions to be able to fully assist our members,” said Shonna Shearson, Vice President of Contact Center and Training at Kern Schools FCU.

The Vericast team provided dedicated support to 60,000 members seeking password resets, unlocks or navigational assistance. Vericast also supplied customized planning assistance and setup support leading up to the conversion. To address and correct issues arising each day, hourly reports were provided and internal messaging was used to communicate with the credit union’s team so they could escalate and respond quickly as needed.

Finally, Vericast provided onsite support to ensure a smooth transition.

RESULTS

The credit union was extremely pleased with the experience of teaming up with Vericast. In just over 24 hours, Kern Schools FCU had an adoption rate of over 26 percent. In 48 hours, the adoption rate was almost 38 percent, and, by day-seven post-conversion, the adoption rate was approximately 66 percent. With stats like these, it was undeniable how well the program performed.

Despite a nearly 200 percent increase in call volume, the credit union’s contact center, with support from Vericast, was able to deliver on their service level goals and achieved greater than a 92 percent answer rate during the conversion period.

“When I think of Harland Clarke, I think trusted partner. I think solutions and I think somebody who can treat our members just like we would treat them,” Shearson said.

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.

© 2021 Vericast / All Rights Reserved / CNTCR-0279-03

Learn how Vericast can help your financial institution deliver a seamless customer experience during a digital banking conversion or change event.

1.800.351.3843 contactHC@harlandclarke.com vericast.com/ChangeManagement

VERICAST