

CommunityWFM Helps CommunityAmerica Maximize Agent Productivity and Reduce Excess Expenditures through Automation




Who is CommunityAmerica Credit Union?

The CommunityAmerica story started in 1940. Founder George Duvall, a pilot for TWA who believed airline employees would appreciate a credit union dedicated to them. He was right, and the TWA Club Credit Union, the original name, took off. By the end of their first year, the credit union had more than \$20,000 in assets and 644 members. Today, CommunityAmerica Credit Union controls over \$2.7 billion in assets, has 30 branches, and over 800 employees supporting more than 230,000 members.

Challenge

With over 75 agents and monthly call volume greater than 65,000 calls, CommunityAmerica was seeking to automate processes, increase agent productivity and better serve their members. After evaluating most all of the workforce management solutions compatible with their Interactive Intelligence™ phone system, CommunityWFM's solution was selected.

RESULTS

<p>Reduced ASA by 81% from 79 seconds to 15 seconds while processing 4,100 more calls per month</p>	 <p>Reduced abandoned calls by 69.6% from 6.6% to 2%</p>	<p>50% Reduction of over-time expenses</p>	<p>Expanded hours of operation by 10 HOURS per week – without hiring additional personnel</p>
 <p>Enhanced agent life/work balance</p>	 <p>Achieved forecast accuracy between 1-3%</p>	<p>Loan/Sales Queue Results</p> <p>Reduced ASA by 58.5% Reduced abandoned calls by 52.4% Captured an additional \$4,000,000 in sales in the first year</p>	