

Meeting CU Members Where They Are With “Virtual Branches”

Digital Member Service with Video Banking improves support, reduces handle times

Customer

Company: Unitus Community Credit Union




- More than 100,000 members
- More than 80 years experience
- \$1.5 billion under management
- Portland-based, serving Oregon and Washington states
- 24,000 member calls a month

Solution: Video-Powered Digital Member Service Platform from Glia



- Members can get support from “where they are” without needing to call, launch an app or visit a branch
- Glia’s video-banking feature supports consultative marketing of services, including revenue-generating loans
- Call-handling times have reduced for several call types while satisfaction scores have risen
- Launched a virtual branch model powered by Glia
- The credit union can proactively reach out to members who are struggling with online services
- Integrated seamlessly with the Alkami desktop online banking platform
- Members benefit from advanced features such as document sharing and CoBrowsing

Challenge

-  Expand member access to product and services
-  Increase adoption and comfort with online banking
-  Reduce reliance on in-person servicing & physical branches

Results

28% Reduction in online banking handle times

85% “Virtual Branch” visitors say they would use again

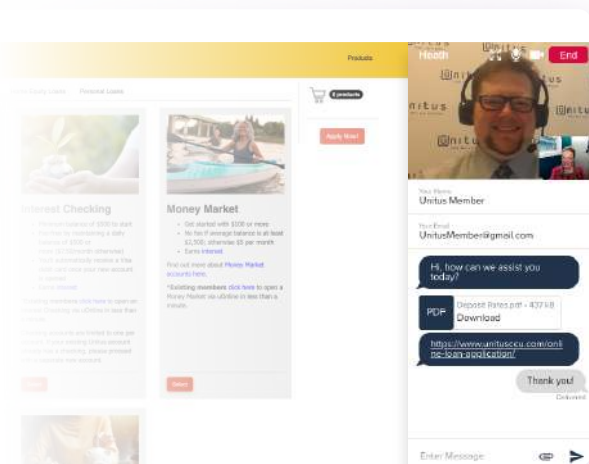
4.7/5 Client satisfaction rating—higher than any physical branch

“Members benefit from advanced features such as document sharing and CoBrowsing.”
– Char Sears, AVP & Remote Experience Manager, Unitus

The Customer

Unitus Community Credit Union is the seventh-largest credit union in Oregon with more than 100,000 members. The Portland-based organization is committed to providing excellent service and routinely handles about 24,000 calls a month from members across Oregon and Washington states.

With a focus on member experience, Unitus realized it needed to expand beyond brick-and-mortar branches to fully serve them, especially as social distancing emerged. The credit union had offered online banking for more than a decade and converted to the Alkami digital banking platform in 2019.



Challenge

Unitus was faced with two challenges. Having replaced its online banking platform to provide a better digital experience, the credit union wanted to increase adoption and help members successfully use the new services—especially revenue-generating loan applications—without having to disrupt their online experience to dial the call center for support.

They also wanted to increase convenience and access by “meeting members where they are” with the full suite of product and service offerings, without having to expand the brick-and-mortar footprint. Personalized and consultative conversations face-to-face were a key component to the success of this model.

“I love the virtual branch, it is so quick and easy to use” – Unitus member

Solution

The credit union had been researching video banking solutions before the pandemic to enhance the online experience with a goal of creating a “Virtual Branch,” to give members a full range of banking services wherever they were. When COVID struck, the importance of that approach became more evident. After evaluating top video banking providers, Unitus chose Glia over competing “point solutions” for its breadth of interaction channels

Unitus launched Glia’s platform—including its video-banking capability—in 2020. Glia seamlessly integrates with the Unitus website and online banking, so members do not need to pick up a phone or use an app to get help. As a result, members are more comfortable opening accounts, paying bills, making appointments (in both English and Spanish) and performing other banking activities online. In fact, Unitus can now also proactively reach out to members experiencing friction online.

“Everything was perfect. Got quick help and I appreciate that there are different options to connect.”
– Credit union member

Fully 85% of the members using the “Virtual Branch” say they would interact with the branch again. In a survey of members, the satisfaction rate with online banking is 4.7 out of 5—higher than any of the credit union’s physical branches.

Members also benefit from a suite of new features, including fluidity between chat, audio and video, document sharing and CoBrowsing,

making interactions more targeted, efficient and productive. As a result, online banking engagement handle times have dropped by over 2 minutes per interaction or just over 28%. With a volume of about 24,000 calls a month, a large portion of those related to online banking, that difference is dramatic for those migrating to the Virtual Branch for support—equivalent to more than two full-time representatives.

Glia has also enabled the credit union to handle a dramatic increase in the number of chat sessions over their prior solution. Since implementing Glia, Unitus more than tripled monthly chat adoption.