

Arizona Federal Credit Union Gets 98% of Employees to Go to SilverCloud's Compass™ Solution Before Asking Other Employees

-After converting to Symitar®, 95% of Arizona Federal Credit Unions employees are satisfied with SilverCloud-

Who: Headquartered in Phoenix, Ariz., Arizona Federal Credit Union is a federally chartered, \$1.4 billion financial institution serving more than 125,000 members.

Cathy Roelle, Vice President of Teleservices for Arizona Federal Credit Union.

When: Arizona Federal Credit Union implemented SilverCloud Compass™ in July of 2015.

What: Following the implementation of SilverCloud Compass, Arizona Federal Credit Union was able to successfully provide employees with immediate and accurate answers and free up key go-to-people. As a result, Arizona FCU reported a whopping 95 percent satisfaction rate among employees, with 96 percent of employees reporting easier access to vital information through SilverCloud Compass. Most importantly, 98% of employees ask the SilverCloud Compass solutions first before going to other subject matter expert and managers for help.

The Challenge:

When Arizona Federal Credit Union began a core conversion, the credit union realized that it needed a completely new method for managing the mountain of internal information available to employees. Their existing intranet solution was cumbersome and arduous, especially when navigating policies and procedures.

Another issue Arizona Federal Credit Union was looking to resolve was frustration among employees who were trying to find answers and keep up with changes as a result of a Core conversion. Arizona Federal Credit Union was also unable to monitor content being utilized by employees to uncover critical training opportunities.

"The way we were doing things resulted in lost productivity and rising frustration among employees," said Cathy Roelle, Vice President of Teleservices for Arizona Federal Credit Union.

The Solution:

Arizona FCU implemented SilverCloud Compass™ in July of 2015. With the solution, Arizona FCU was able to instantly deliver employees the specific answers they needed while SilverCloud managed the entire process for proper content formatting and the loading process for the credit union.

SilverCloud's sales and service application, Compass, seamlessly integrates with financial institutions' intranet or SharePoint portal to provide customer service representatives with immediate and up-to-date information. SilverCloud Compass supercharges the financial institutions' existing intranet by enabling employees to access very specific answers and contextual information front line employees need with

ease. Answering 99 percent of employee questions instantly and accurately, Compass lowers calls and emails volumes to increase productivity and reduce inefficiencies.

“Initially, we were skeptical that SilverCloud would actually be able to get our content ready and the project completed by the 4th quarter as promised,” said Roelle. “The fact that SilverCloud hit our goal was commendable and surprised us all.”

The Results:

Post implementation, an incredible 96 percent of employees indicated they were able to locate information much quicker than before and 98 percent of employees stated they now go to SilverCloud’s Compass solution first, as opposed to asking other employees questions or for assistance. The solution increased employee satisfaction to 95 percent and increased company morale and made for a better work environment.

“Silvercloud answers nearly 18,000 questions per month for our front line staff. 37% of those are related to our new Symitar core system”

With little work from the credit union itself, SilverCloud was able to provide a solution to better manage vital policies, procedures, and product and systems information. The SilverCloud team cleansed Arizona’s content, made proper associations to relevant material, and designed an intuitive content structure for employees to utilize. SilverCloud is also providing on-going content maintenance to ensure the solution is always at its full potential.

“Our primary goal was to make it easier to do business and improve employee satisfaction – and we achieved it with SilverCloud,” said Roelle.

About Arizona Federal Credit Union

Arizona Federal was established on October 23, 1936, when a small group of City of Phoenix employees pooled their resources to form Phoenix City Employees Federal Credit Union. The institution started with fewer than 50 members and an average account balance of \$5. The credit union has since expanded to manage over \$1.3 billion in assets from 125,000 member accounts in 15 branch locations. Arizona Federal is dedicated to effectively serve its members' financial needs through a professional staff, sound economic principles and a full range of financial services. For more information, visit www.arizonafederal.org.

About SilverCloud

Portsmouth, NH-based SilverCloud is the self-service solution for premier banks and credit unions. Successful financial institutions utilize SilverCloud to improve service and increase productivity that leads to more growth. SilverCloud delivers easy-to-launch solutions that unify employee and digital service channels with consistent and accurate information. SilverCloud clients are more competitive, experience greater operational efficiency, and are more compliant – all through financial institution-focused SaaS tools, content architecture and content services. For more information, visit www.silvercloudinc.com.