

A Closer Look at Retail Employees Credit Union

XTS with PRI Networking and PathFinder Voice Mail

50 Stations, 3 Locations



Concerns

Retail Employees Credit Union (RECU) was established in 1933 by a group of employees who pooled their money because they knew that the value of their funds would be greater if joined together. Over seventy years later, its mission remains to provide preferred financial services at highly competitive rates, with a personal touch, to enhance Members' financial well-being. Customer service is what differentiates RECU from banks and other financial institutions. However, superior customer service takes planning and preparation. Although a previous Vodavi telephone system met their needs, they knew that advances in technology could help their business to further improve employee productivity and customer service.

Due to their continued business success, they decided to add another retail branch location as well as move the corporate headquarters to a larger, more suitable location. Anticipating this growth, RECU carefully mapped out a plan to address its communications needs. Going through this needs assessment exercise allowed them to take a 'checks and balances' approach to capital equipment expenditures as well as assure the right technologies were being put in place to meet any future application requirements.

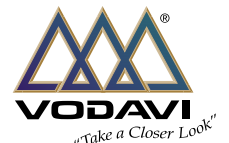
Impacts

RECU Members comprise over 36 companies and 15,000 individuals. Services being provided to our Members include checking, savings, loans, CD's, IRA, payroll deductions and more. Because we were going to add a location and move the corporate headquarters location, we needed to ensure that the change out of equipment would cause no disruption to our employees and customers. As we outlined a network plan for our three locations (St. Louis Park, St. Paul and Hopkins), key aspects that had to be addressed were the ability to communicate easily between locations despite any geographic distance and to utilize any voice and data equipment we had in place to realize cost efficiencies.

Solutions

We chose Vodavi because we have been using their products for 10 years. Our dealer, C&D Communications based in Eden Prairie, MN, has always been fair and has provided us with solutions that fit our needs exactly. We contacted C&D to help us put together the plan to move and add locations. They recommended we install **Vodavi's XTS network solution** at all 3 locations and **network** them together for improved centralized services. Once all three locations around the Minneapolis/St. Paul area were on the XTS platform, huge improvements were quickly noticed. Because of the highly sensitive and regulated nature of our business, we connected all the sites together with PRI Networking capability.

Once voice and data calls were placed onto the PRI network, all our employees had access to the same robust phone features and we were able to centralize more of our telecom services. For example, one of the most notable feature enhancements to our employees is the ability for 4-digit dialing between colleagues at other office locations. This feature saves time and provides a greater sense of cohesiveness for our business despite the distance and locations of our employees. Other features that are used frequently include call forwarding, Caller ID,



auto attendant and voice mail. For centralized voice mail and auto attendant, we installed Vodavi's PathFinder. The PathFinder allowed us to install a single voice mail/auto attendant system at the headquarters location and use the networking feature to give employees at all locations access to the features and functions of the PathFinder. The use of centralized services helped to improve productivity and reduce system hardware and administrative costs. Overall, we are very pleased with the financial and productivity advantages we have received since installing the Vodavi XTS network solution.

Vodavi's XTS or eXpandable telephone system is a compact, stackable system that gives business customers' of all sizes access to a wide array of powerful and useful communication features as well as the ability to preserve capital investment through incremental growth. The XTS provides solutions for a wide variety of business sizes and can support from 2 to 600 ports. Once the system is in place, additional applications such as unified messaging, networking, CTI, ACD and VoIP are easily added.

Benefits

- Improved employee communication
- Improved employee motivation and productivity
- Improved call handling efficiency that has resulted in enhanced customer satisfaction
- Reduced capital equipment expenses from centralized services
- Reduced service issues with single vendor solution
- Ability to network three different locations with a single phone system platform
- Installation of industry reliable phone system that easily adjusts as business needs change

"When RECU went through the process of moving and adding locations, the new phone system solution had to be seamless to our customers yet provide all the additional features that our business could use to raise the bar on our customer service even higher. We used Vodavi products in the past and whenever we needed to add-on a certain application, they always had what we needed, when we needed it. When we decided to upgrade our network, it only took one call to our Vodavi dealer. The install went smoothly and the flexibility we receive from the XTS system is very comforting. Best of all, we know that if we continue to grow and add locations we can use our existing XTS technology platform."

Patrick Haggerty, President & CEO, Retail Employees Credit Union

Vodavi Authorized Dealer: C&D Communications – 952-829-1324



Traditionally known as the industry leader in affordable communications solutions for small business, Vodavi has expanded its product and scope to allow a large marketplace to take advantage of the same expertise our smaller customers have enjoyed for over 20 years.

Today's Vodavi delivers diverse communications solutions that serves a wide range of applications from small business to the medium-sized enterprise. Take a closer look and see how our multi-site communications networks offer the best **value** and **performance** on the market today.

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