

Staff Training And Recognition

STAR is a complete self study course that provides:



- ✓ *Flexibility for employees*
- ✓ *Credit union specific training*
- ✓ *Training tailored to front-line staff*
- ✓ *Activities to practice lessons learned*
- ✓ *A 40-question test for participants*
- ✓ *A certificate program that rewards achievement*
- ✓ *College credit for selected courses*

**Using Technology
to Improve
Member Service**

S1120



Contents

STAR courses are focused on the development of frontline and operational staff. The enclosed table of contents and introduction section provides a general overview of the topics covered in this course.

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Introduction

In previous STAR modules, you learned that technology is an important part of today's credit union, large or small. You reviewed technology issues, the methods managers use to make decisions about technology, and various technologies that have been developed in the financial services industry. You also learned that members react to new technologies in various ways, from eagerly awaiting new services to fearing anything other than employee-performed transactions. It's your job to help members discover the ease and convenience of using technological innovations.

Technologies that immediately come to mind in connection with financial services are automated teller machines (ATMs), twenty-four-hour automated phone service, call centers, and Internet account access. However, in this module we focus on the behind-

the-scenes technologies with which credit unions serve members. When members transfer funds between accounts, those transactions are recorded to the same data system whether they are made at the teller window, at an ATM, or in front of a computer at home. Thus, the core transaction system is the foundation for all technology services your credit union offers.

Other behind-the-scenes systems help improve face-to-face member service. Increasingly, credit unions use marketing databases alongside the core transaction system to identify possible cross-selling opportunities. Some organizations use credit scoring models to prequalify members for special offers and promotions. Loan origination software speeds up the lending process. And neural networks

help protect members against fraudulent use of their accounts.

Credit unions pride themselves on making members their top priority. Technology and remote services are here to stay in the financial world. This module shows you ways that you can help members find comfort and safety in the world of e-commerce—ways that have proven successful in other credit unions. We begin each chapter with a real-life credit union case study called a "Tech Check." These case studies illustrate how credit unions are using technology to improve member service and enhance member loyalty. You will understand how credit unions use core technologies to support their "members first" philosophy and how continuing innovation will shape member service in the years to come. After the Tech Check, the main concepts of the



Introduction (cont.)

chapter are defined and discussed. At the end of the chapter, we refer back to the Tech Check to test your understanding of the concepts.

The system you use to record transactions or open new accounts is the same system that supports automated delivery channels such as ATMs and Internet branches. In chapter 1, we discuss the credit union's core transaction system and its central role in member service.

Credit unions are beginning to use technology to move away from simply processing transactions. To remain competitive today, credit unions must focus on service and selling. Chapter 2 considers how innovations such as marketing databases and credit scoring are used to improve member service. Technology not only performs routine tasks for credit

union employees, it can provide tools for promoting credit union services and better serving members. Chapter 3 provides an example of how those technologies came together at one credit union, where the loan origination software was expanded to provide a sales/service program to support and suggest cross-selling opportunities.

Any discussion of financial services would be incomplete without considering how credit unions help protect members from financial crime. One credit union shares a member's experience with card fraud in chapter 4. You learn the latest in plastic card antifraud programs, along with simple steps you can take at the credit union to help protect your members. Before members are willing to embrace the ease and convenience of

high-tech delivery channels, they want assurances that their financial accounts will be secure and that their privacy will be protected. Chapter 4 also reviews common concerns about privacy and what credit unions are doing to ensure that their members' personal data remains confidential.

In Chapter 5, we consider how emerging technologies may advance in the near future to improve member service. As relationship marketing replaces traditional marketing theories on the best ways to build member loyalty, technology will play a central role. We discuss the impact of data warehouses and Internet innovations on face-to-face member service.

Chapter 6 focuses on what you can do to help your credit union best use the technologies it has. We discuss the



Introduction (cont.)

importance of keeping pace with new technologies and suggest ways to get educated about technology inside your credit union and in the wider financial services field.

Also included in the module is a glossary of commonly used terms and a list of resources,

many of which are easily accessed on the Internet.

Unlike the competitive nature of the financial services industry, the credit union movement embraces cooperation. Large, established credit unions frequently offer assistance to small credit unions. In that spirit,

this module shares examples from credit unions that have chosen to take the lead in technology services. Managers from those credit unions share the stories of their successes and the methods they are using to integrate technology into their operations.



STAR General Information

The Staff Training and Recognition (STAR) Program focuses on the needs of frontline and operational staff. STAR offers 43 practical, job-specific courses in twelve operational areas. Videotapes are also available to enhance and enrich your learning experience.

For more information on STAR:

1. Visit training.cuna.org and choose "self-study certificate programs".
2. Call (800) 356-9655 ext. 4072
3. email eLearning@cuna.com

Ordering STAR is easy

Print-Based Courses and Exams

Contact your league for prices on specific courses, exams, leader's guides, and certificates. Credit unions in Alaska, California, and Nevada can order from CUNA Member Service at 1-800-356-8010, press 3.

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STAR courses are also available online with affordable subscription pricing or as individual *eCourses*. Our *eCourse* subscription offers STAR and *RegTraC* compliance courses and provides unlimited access 24/7. Web-based courses include text, graphics, animation, and audio for an interactive learning experience.

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Visit training.cuna.org, choose "eLearning", then "ecourses and exams"

Highlights of **STAR** Courses:

- ✓ **Over 40 practical job-specific training courses**
- ✓ **Credit union-specific language and case studies**
- ✓ **College credit for selected STAR courses**
- ✓ **Certificates and lapel pins awarded for each track**
- ✓ **One exam included with each course**