

E Federal to Use fiVISION's New accountWORKS 2G Solution

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accountWORKS 2G provides credit unions with a more streamlined process to enhance the ease of member enrollment, account opening, and cross-selling efforts both online and in the branch.

INDIANAPOLIS, IN — July 21, 2011 — Providing credit unions with a more streamlined application technology to enhance the ease of member enrollment and account opening efforts both online and in the branch, technology provider fiVISION has upgraded its original accountWORKS software with the new accountWORKS 2G solution. E Federal Credit Union (\$250 million; 26,946 members; Baton Rouge, LA) went live with the technology in Q1 2011.

According to Mike Winter, president of fiVISION, accountWORKS 2G provides all the cool technology features credit unions and applicants expect nowadays – and more. “The 2G solution allows members to open new accounts and new members to enroll in mere minutes,” Winter says. “We’ve also invested a huge effort to put tools in place that allow the credit union to manage the applicant’s experience to meet their own unique business needs.”

To help credit unions like E Federal build broader relationships, accountWORKS 2G automatically offers qualified products not previously selected by the applicant – based on criteria set up by the credit union. accountWORKS 2G allows the member applicant to fund new accounts through multiple means including electronic check, credit card, and PayPal.

For compliance and consistency, the new technology ensures the decision process used for disclosures and background checks are the same every time. Even the flow of the application - like account selection, collecting applicant information, disclosure delivery, performing identity verification, cross selling, and account funding - can be modified and tweaked for the credit union’s needs.

Across multiple channels (online self service, branch in person, or call center phone conversations), accountWORKS 2G supports multiple application types:

- New member enrollment
- New accounts for existing members
- HSA accounts
- IRA accounts
- Business accounts

E Federal is deploying both a general New Member/New Account application and a Health Savings Account application. The primary goal is to expand online

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PRESS RELEASE

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capabilities for current and new members to be able to open new accounts at the credit union.

“We are really looking forward to providing this capability in our market,” says Dawanna Champagne, E Fed’s Vice President of Retail Services. “Not only does it give people the ability to apply for new accounts at their own leisure, we expect accountWORKS 2G to help reduce our staff workload by automatically pulling credit checks and performing, OFAC, and ID verification. Our team can focus on managing the exceptions and simply complete processing on those that automatically meet our decision criteria.”

Credit unions have a tremendous amount of control over the application process – including which products are offered to the members and in what order. The credit union can configure the “approve/pending/deny” decision-making logic and manage the branding for seamless usage by the members.

“One of our most useful enhancements is the flexible fulfillment options credit unions can leverage to control their costs,” explains Winter. Those fulfillment options include:

- **Manual** – for low or unknown volumes at smaller organizations
- **Batch data export** – for small to mid-sized organizations that can import data to other systems
- **Real-time integration** – for high volume or large organizations looking to maximize staff efficiency

“We’re excited about the potential of our new accountWORKS 2G and the fact that E Federal will be putting it to use soon,” says Winter. “We see this technology as incredibly time saving, while being flexible enough to allow credit unions to be as efficient as they possibly can – which equals high productivity and fantastic member service. That’s big value.”

About fiVISION

fiVISION provides technology platforms that enable enhanced member service and sales for credit union clients through its flagship CRM product memberWORKS and accountWORKS member enrollment solution. fiVISION, headquartered in Indianapolis, Ind., is a CUSO that was established to bring industry leading – and practical – contact management, cross selling and workflow automation technology solutions to progressive credit unions. For more information, contact fiVISION at 317.612.3350 or visit www.fivision.com.

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