

## Members Exchange CU Installs fiVISION's New accountWORKS 2G Solution

### fiVISION

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**INDIANAPOLIS, IN — July 7, 2011** — Technology provider fiVISION has implemented its new accountWORKS 2G solution at Members Exchange Credit Union (\$64 million; 14,509 members; Ridgeland, MS). Members Exchange went live with the technology in March 2011, using accountWORKS 2G for online account opening for both existing and new members.

accountWORKS 2G works by automatically offering Members Exchange members qualified products not previously selected by the applicant – based on criteria set up by the credit union. accountWORKS 2G allows the credit union's member applicant to fund new accounts through multiple means including electronic check, credit card, and PayPal. Members Exchange, in this instance, is using the credit card and electronic check options.

“We wanted to provide a convenient and quick method for online applicants to join Members Exchange or to apply for a checking account,” says Susan Boshart, Senior Vice President for Members Exchange Credit Union. “The solution needed to be able to verify the person's identity, as well as, provide the ability to fund the new account via credit card or electronic check.”

According to Boshart, today, people expect instant responses to their requests. If they do not receive a response quickly, they will move on to a financial institution that can and will provide a quick response.

Prior to accountWORKS 2G, Members Exchange had an existing “online membership application.” Because of the requirements of the USA Patriot Act, however, the credit union would still have to contact the potential member and have them bring in or mail identification. “This procedure did not give us the ability to provide that ‘quick response,’ and therefore, had never been very successful,” she adds.

Boshart explains that fiVISION's online account opening service gives potential members easy access to her credit union. Additionally, it allows existing members to apply online for a checking account product and instantly fund the account. During the first week of offering its new Online Account Application, the credit union opened 10 new membership accounts and four checking accounts.

Because accountWORKS 2G is so user-friendly, Members Exchange intends to use the online application during on-site company enrollments.

“We reviewed several vendors and found fiVISION to be one of the more user-friendly solutions for potential members,” says Karen Root, Senior Vice President

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for Members Exchange.

“We’re pleased to see Members Exchange get started with accountWORKS 2G,” says fiVISION President, Mike Winter. “We have large credit unions and now a small-to-mid-sized institution using the technology, which shows the great scalability built into the product. Anybody of any size can benefit from it. We look forward to hearing great things from Members Exchange using this technology.”

#### About accountWORKS 2G

For compliance and consistency, accountWORKS 2G ensures the decision process used for disclosures and background checks are the same every time. Even the flow of the application – such as account selection, collecting applicant information, disclosure delivery, performing identity verification, cross selling, and account funding - can be modified 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
- Business accounts
- HSA accounts
- IRA accounts

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 the technology’s most useful enhancements is the flexible fulfillment options credit unions can leverage to control their costs. 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

#### 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](http://www.fivision.com).

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