

TANDBERG SOLUTIONS

Solutions for Credit Unions



“Our remote branches without specialists for loans, wealth management, insurance or other services now can offer the same service virtually instantaneously, as a mutual, visual communication enables us to compete with Australia’s largest financial institutions.”

DAVID COOK
ASSISTANT GENERAL MANAGER
OF OPERATIONS
NEW ENGLAND CREDIT UNION

TANDBERG: PROVIDING SOLUTIONS FOR CREDIT UNIONS

Successful Credit Unions know that to compete with large banking institutions, it is essential that customer service form the foundation for all business decisions. Never has this been truer than in today’s financial services industry with the rise in popularity of branch banking within the local community. Consumer demand for accessibility, convenience and service has challenged many Credit Unions to provide the same full-service offerings at each and every branch location.

CREDIT UNION CHALLENGES

For Credit Unions, the growing requirement to provide members, employees and the community a competitive range of accounts and services has further strained existing resources. Often members are looking for real-time interactions and support for issues that range from a simple request to more complex financial or tax-planning questions.

This increased commitment to members, coupled with fewer resources, is at the core of many challenges Credit Unions are facing today, including:

- **OPERATING COSTS**—how to keep an increasing number of employees up to speed on new products and services without increasing training and support budgets?
- **NUMBER OF BRANCHES**—how to keep local branch employees connected, trained and informed, as well as manage the hiring and training of new employees?
- **COMMUNICATIONS**—how to assist employees with dispersed branches and offices effectively communicate with other locations and headquarters, particularly on urgent financial and operational issues?
- **COMPETITION**—how to thrive in an increasingly competitive market offering improved service and greater product offerings while dealing with decreased market share and lower profit margins?

Overcoming these issues requires Credit Unions to focus on four critical areas:

- Improving the customer experience;
- Making internal communications more effective;
- Cultivating workforce collaboration; and
- Reducing operating costs.

To fill this void, Credit Unions have begun to leverage unobtrusive technologies such as video conferencing to more closely associate with their member base, provide enhanced support and financial expertise to all branches, and provide a measurable level of service differentiation in the community.

The goal is to provide the members with a full service, consistent experience no matter which branch or which location they may visit.

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VISIONING SUCCESS

TANDBERG's visual communication solutions provide Credit Unions with an effective means to address key operational challenges. Advances in video technology, improvements in IP infrastructures and the ability to utilize video for revenue generating activities are quickly turning visual communication technology into a business-critical solution for today's more nimble Credit Unions. Credit Unions have turned to TANDBERG to provide them with this integral component for a critical competitive edge.

TANDBERG Makes Business Quality Visual Communication Accessible to Everyone.

TANDBERG's visual communication technology provides Credit Unions with specific business-to-employee, customer-facing and supply-chain solutions that deliver on the promise of the real-time enterprise. Visual communication allows Credit Union employees to exchange information more effectively between remote locations, answer member questions more efficiently, and provide new service offerings and expertise to branch locations to better compete with banking institutions.

TANDBERG's integrated, end-to-end solutions have helped Credit Unions of all sizes to:

- Streamline the customer acquisition experience;
- Provide an enhanced customer experience;
- Gain competitive advantage through improved decision making and speed-to-market;
- Drive lower cost structures;
- Provide organizational flexibility; and
- Realize substantial ROI for internal and external business applications.

INCREASED SERVICES, IMPROVED EXPERIENCE, TANDBERG DELIVERS

TANDBERG's Real-time Advisor™ provides Credit Unions with an unparalleled solution for combining video communication technology, PC presentations and collaboration between members and the staff.

EXTERNAL. Real-time Advisor provides the framework to instantly connect members with the Credit Union's Subject Matter Experts and Financial Advisors, no matter where the member or the expert is physically located. As employees can use TANDBERG's visual communication solutions to talk face-to-face with members and co-workers while simultaneously accessing member account information, decisions are made more quickly, and transactions are more efficient, with fewer mistakes.

INTERNAL. TANDBERG's visual communication technology also allows for branch employees to connect with co-workers in other locations for training or to share best practices. Management has leveraged the technology to provide product updates and sales results in a timelier manner. These quick, highly-visual connections are often all that is needed for a branch team to gain the competitive advantage needed to win business in a local market.

For more information on TANDBERG solutions, visit www.tandberg.net or contact tandberg@tandberg.net for a needs evaluation and personal demonstration.