



CASE STUDY

UMassFive College Federal Credit Union Gets More Than Expected With Integrated Communications Project

BACKGROUND

The way we communicate has evolved significantly in recent years; it has never been more critical to connect with members on their preferred platforms. For credit unions, integrating modern communication channels can streamline interactions and enhance member experiences.

UMassFive College Federal Credit Union understood the critical importance of an effective communications system and found that their existing system was failing to meet expectations. When the credit union initially partnered with their communications vendor five years ago, they were assured of a seamless integration of chat, conference calls, and more, all accessible from a single user interface. However, the platform proved to be difficult to use, leading the credit union to rely on Zoom and Slack for their communication needs instead.

When the provider decided to discontinue a key service, UMassFive knew they needed to renegotiate the relationship or consider a new provider. Considering the project's complexities and the tight timeline, the credit union recognized the need for an external consultant. They sought a consultant with expertise in the evolving landscape of integrated communication needs, knowledge of the latest technology available, and an understanding of how these changes could benefit their members.

During this time, Engage fi was already collaborating with the credit union on a digital transformation project. Given the team's proven expertise and the strong trust they had built, UMassFive was confident Engage fi would be the perfect fit to address their communication system challenges.

SOLUTION

Understanding the value of a comprehensive evaluation, Engage fi conducted an in-depth discovery while still adhering to the project's tight timeline. The consulting firm knew there was critical value of insights from the credit union's core users and organized meetings with these key stakeholders to gather their input. Simultaneously, Engage fi guided the credit union through a thorough RFP process.

Engage fi's approach to the RFP project was meticulous, strategic, and customized to ensure

AT A GLANCE

UMassFive Federal Credit Union

- Members: 48,557
- Branches: 6
- Asset Size: 700+ million



alignment with the credit union's goals and needs. The credit union was encouraged to work as a team to complete this process. Each vendor was assessed using a priority score matrix that evaluated every functional area while identifying potential risks and gaps.

Once the credit union had narrowed their choices down to three vendors, strategic solution presentations were conducted.

RESULTS

The new integrated communications system was completed on schedule, with the chosen vendor being the credit union's top preference. After undergoing several communications conversions in the past two decades, UMassFive noted that this was the most seamless communications project they had experienced, a significant achievement given the stringent time constraints. The new system prioritized the contact center platform with visible queues, quality control, and call center management. New enhancements included a whisper function, metrics, and AI capabilities.

"Our team felt truly engaged and supported throughout our integrated communications evaluation and conversion project. Having gone through three phone system conversions in the past two decades, this was by far the smoothest experience. The thorough review of the contract language put us in a good position and aligned with our goals. Additionally, the project was completed faster than anticipated while exceeding our expectations. We're absolutely thrilled with the outcome."

-Lauren Duffy, Executive Vice President & COO

Engage fi's project team approach is brought to every engagement, with specific subject matter expertise for each domain. While the integrated communications project was underway, the credit union simultaneously collaborated with Engage fi on a digital transformation initiative. This collaboration aimed to enhance the communications project further by incorporating chat, text, and video, all of which integrated seamlessly with their core system.

One of the key benefits of partnering with Engage fi for the credit union was the reassurance gained from the negotiations surrounding their pricing and vendor contracts. They were impressed with how Engage fi advocated on their behalf, securing the proper service levels, operational commitments, on-going support, and current market pricing from the vendor. This is just one of the ways the consulting firm ensures clients have the best vendor partnership possible. Furthermore, the insights the credit union learned from this negotiation process has also proven valuable in handling smaller negotiations with other vendors.

By leveraging modern communication technology and partnering with industry experts, UMassFive successfully transformed its communications infrastructure to one that exceeded member expectations and improved operational efficiency.