



CU Direct Connect Launches Outbound Call Center for Indirect Loans

CU Direct Connect's Member Connection Service Helps Credit Unions Build Credit Union Awareness and Member Loyalty

March 1, 2006, Centennial, CO - To help credit unions build awareness and loyalty among indirect members, CU Direct Connect has rolled out an outbound call center named the Member Connection Service.

On behalf of the credit union, CU Direct Connect calls indirect members within five days of funding the loan, when their auto loan is top-of-mind. Members have been very receptive to the calls because it is positioned to provide members with all the information they need regarding their new loan. The members are also informed about the location of credit union branches, benefits of credit union membership, and other services the credit union offers. Product leads are then provided to the credit unions so they can follow up and continue loyalty building efforts.

“This is an important step in reinforcing relationships with our indirect members. Ultimately, we hope this increases the number of services they use because they are better informed about the credit union,” said Carla Hedrick, CEO of Denver Community Credit Union. “The service also is a benefit to our members, which will help with member loyalty.”

The Member Connection Service can be customized to meet the needs of any sized credit union, as with all services offered by CU Direct Connect. For some credit unions the Member Connection Service is a new way of communicating with their members, and for those with existing outbound call centers it is a supplement to current efforts.

CU Direct Connect was able to keep costs low for the credit unions and meet each individual credit union's unique goals by developing the call center in house. Calls are being made during evening and weekend hours, the best times to reach members at home and times when credit unions' own call centers are typically closed. CU Direct Connect is closely monitoring the service to maximize effectiveness for the credit unions and start building member loyalty among indirect members.