

Case Study



Four Seasons Federal Credit Union

Four Seasons Federal Credit Union Sets Record for Member Adoption Post Conversion

Four Seasons Federal Credit Union (FCU) strives to provide its members with intuitive self-service options whenever and wherever possible. To achieve this goal, the credit union selected Corillian Online® from Fiserv along with a complementary set of Fiserv online and mobile banking solutions that tightly integrate with its account processing platform.



“Big enough to serve. Small enough to care.” This motto is the driving force behind Four Seasons FCU’s goal to provide its members with innovative products and services that make their lives easier. A longtime Fiserv client that relies on Portico® from Fiserv for account processing, Four Seasons FCU recognized the need to launch a more sophisticated digital banking offering.

In addition to providing members with a better user experience, Four Seasons FCU wanted a more flexible and customizable solution that would allow them to make changes as needed. It was also important to minimize the disruption to staff and members. The credit union selected a full suite of solutions, including Corillian Online and Mobiliti™, CheckFree® RXP® for bill payment, Popmoney® for person-to-person payments, FraudNet™ for payment protection, and TransferNow® for account-to-account transfers.

“Corillian Online and Mobiliti offered a marked improvement over our previous system,” said Ben Stone, IT Director for Four Seasons FCU. “The blend of products Fiserv could deliver in a unified solution was very appealing and the ability to customize the entire online banking experience offered our organization the opportunity to provide the best experience to our members.”



Four Seasons

FEDERAL CREDIT UNION

Client Profile

Four Seasons Federal Credit Union is a local, homegrown, full-service credit union that offers a variety of products and services delivered with exceptional service. Founded in 1964 as the Opelika Rubberworkers Federal Credit Union, Four Seasons FCU has reached over \$50 million in assets and stands 8,800+ members strong and growing.

Exponential Adoption Surpasses Expectations

Four Seasons FCU launched its next-generation online banking solution in September 2016. The credit union was expecting to achieve approximately 50 percent adoption in the first week and 70 percent by the second week based on what the Fiserv implementation team had experienced with other clients. Four Seasons FCU surpassed the 50 percent mark within two days, with 74 percent of its members logging in to the new system and setting up their profile one week after launch.

“Apparently, we set a record for the fastest percentage of members converting in the shortest amount of time,” said Stone. “Member satisfaction with the online banking experience has definitely increased. Our members like the modern look and feel and how much easier it is to find what they need. We like the enhanced security Corillian Online offers with two layers of passwords to keep our members’ information safe and private.”

Prior to the conversion, Four Seasons FCU removed all inactive online banking users or any member who had not logged in to online banking in the previous six months. This ensured the credit union only converted the people it needed to convert—its active online banking members.

Smooth Implementation, Education Minimize Disruption

During any technology conversion, a primary objective is to make the transition as smooth as possible for all parties involved. “The Fiserv team was very strong and our implementation went extremely well,” said Stone. “The transition was very easy on our staff with minimal disruption to their daily routine, which is important when offering any new member service.”

The credit union did its part to ensure a smooth transition by thoroughly training its staff on the new platform and making sure its members were aware a new system was coming. Thirty days prior to launch, Four Seasons FCU began promoting the new system to members through a variety of channels, including:

- Messaging on its website
- Newsletter announcements
- Internal signage and digital messaging at its two full-service branches
- Automated messages on its phone system

It also created a microsite where members could learn more about the next generation online banking solution and interactively explore different features and functions. After launch, the credit union continued to use the microsite to promote online banking to new and existing members who had not completed the conversion process.

Extended Benefits From a Customizable, Unified Solution

Greater control over the user experience and enhanced customization options were extremely appealing to Four Seasons FCU. Corillian Online empowers financial institutions to customize visual and operational features to showcase their brand.

“With Corillian Online, we can modify the look and feel, branding, account settings and more when we want, even on the fly,” said Stone. “I like having more control of our user interface and being able to provide our members with a better experience through customization.”

Four Season FCU members are reaping more benefits than an easier, more engaging user experience; they are receiving better service. Four Seasons FCU staff use an interactive service tool within Corillian Online to quickly and efficiently respond to member inquiries.

“Having multiple systems integrated in a unified platform is fantastic for our staff,” said Stone. “With Corillian Online, we save time and resources and, most importantly, provide our members with more efficient services because our staff doesn’t have to jump around from system to system to resolve issues or answer questions.”

Staying Focused on the Future

“Corillian Online is a product that took off from the start and continues to run forward. From the modern look and feel to the ability to make control changes on the fly, it has been a great transition for us,” said Stone. “We are grateful to Fiserv for pioneering a new online banking path for Portico users. Our Fiserv implementation manager was great to work with; helpful, very organized and professional throughout the entire conversion.”

“We have been a Fiserv client for over 30 years. Our partnership has provided our members with consistent and stable products and services which is extremely important for member satisfaction and retention.”

Ronnie Lipham
President and CEO
Four Seasons Federal Credit Union

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Challenge

Four Seasons FCU needed a more sophisticated digital banking offering that would provide a better member experience, more control and greater customization capabilities in a unified platform.

Solution

Four Seasons FCU implemented Corillian Online and Mobiliti, along with Fiserv solutions for bill payment, person-to-person payment, fraud security and account-to-account transfers.

Proof Points

- Just one week after implementation, 74 percent of its members converted to the new system
- Member satisfaction with the online banking experience has increased
- Support staff are able to provide more efficient service with Corillian Online

Connect With Us

For more information about Corillian Online or other Fiserv digital banking solutions, call 800-872-7882, email getsolutions@fiserv.com or visit www.fiserv.com.



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