Case Study: CFE FCU

Data eXchange Helps CFE FCU More Effectively Compete and Deliver the Ultimate Member Service Experience

Overview

The Challenge

CFE Federal Credit Union (Lake Mary, FL; $1.6 billion assets) moved to the Symitar core data processing platform and wanted the ability to integrate real-time credit card account and transaction information into all of its online and mobile service channels. CFE FCU also required the integration solution to support the credit union's branding elements and deliver the same look-and-feel that members were accustomed to experiencing in the credit union's branches and other service channels.

The Approach

CFE FCU learned that PSCU's Data eXchange solution provided the capability to deliver real-time credit card account data to the credit union's core Symitar system and to its online and mobile member service platforms.

Equally important to CFE FCU was Data eXchange's ability to support its branding requirements and complete the credit union's vision of giving members the best possible online and digital service experience.

CFE FCU and PSCU assembled teams that included architecture designers, programmers, project managers and implementation analysts to develop formal requirements and build the necessary front- and back-end components to address CFE's objectives.

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Solution

Data eXchange provides the data and functionality and the credit union determines the particular components they want to implement and deploy. Once integrated, the credit union can then display the information in their custom user interface in their online banking and mobile applications. The credit union completely controls the look and feel of the member experience.

Data eXchange can fetch the most current account and transaction information for display to the member. Additional functionality through Data eXchange will allow CFE FCU to build an even more complete member experience by adding more advanced technology and functionality.

CFE FCU realizes several valuable benefits from their implementation of Data eXchange:

- Positive impact on the member service experience
- Greater efficiency for credit union staff by enabling their access to current information and added functionality through the online channels
- Reduction in calls from members to the contact center

The Member's Experience

Here is what Data eXchange delivers to CFE's online banking screen when the member selects to view their credit card accounts:

Credit Card Accounts

Account Nickname	Account Name	Account	Current Balance	Available Balance	Action
MasterCard Cash	MasterCard Cash	XXXXX43	$20.00	$480.00	Report Lost/Stolen
Visa Secured	Visa Secured	XXXXX19	$.00	$1,200.00	Activate Card
Visa Business	Visa Business	XXXXX38	$.00	$1,000.00	Report Lost/Stolen
MasterCard Rewards	MasterCard Rewards	XXXXX56	$60.50	$439.00	Report Lost/Stolen
MasterCard Platinum	MasterCard Platinum	XXXXX34	$.00	$1,000.00	Activate Card
Visa Green	Visa Green	XXXXX60	$.00	$1,000.00	Activate Card
Visa Rewards	Visa Rewards	XXXXX80	$60.00	$440.00	Report Lost/Stolen

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Clicking "Report Lost/Stolen" shows the screen below:

Clicking "Card Activation" shows the screen below:

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Clicking the Account Nickname takes members to the Card Activity Screen, which shows the account transaction history and other information about the account:

A Credit Card Balance Transfer module enables members
to transfer balances from other cards to their CFE card:

Credit Card Balance Transfer

Your CFE Card Information

Cardholder's Name:	TEST,TLP CFE
Email Address:	
Credit Card Ending in:	XX43
Credit Card Limit:	$500.00
Available Balance:	$480.00

Creditor Information

* Select: [...] ▾
☐ Other Creditor or Address not found on the list.

Enter the information for the account to pay off below.
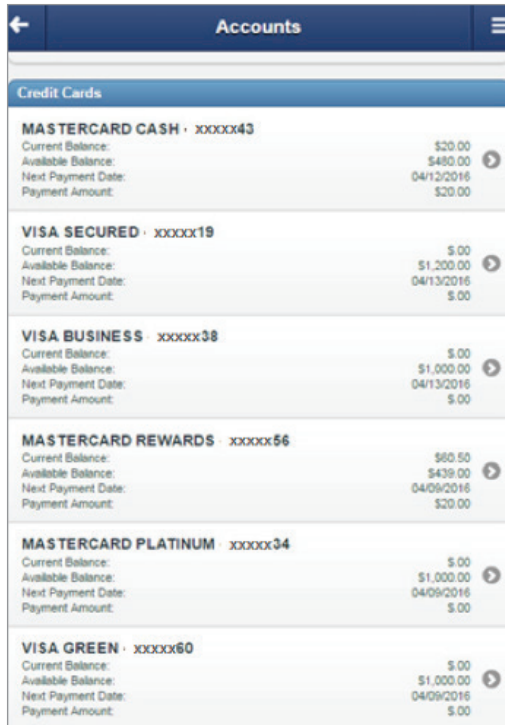DO NOT enter CFE Member account information here.

* Name:		(Max 26 Characters)
* Address:		(Max 26 Characters)
* City:		(Max 18 Characters)
* State:		(2 Characters)
* Zip Code:		(Either 5 or 9 Digits)
* Account #:		(Max 21 Digits)
* Confirm Account #:		(Max 21 Digits)
* Transfer Amount:		(Min 200.00)

Only click the Submit button once.
Cancel   Submit Balance Transfer Request

CFE will pay the creditor you list above the amount you specify up to your available balance with CFE
and transfer that amount to the CFE credit card specified above. The minimum transfer amount is
$200.00. Please allow up to 10 business days for your creditor to receive payment. Continue to make
your monthly payments until the creditor receives payment from CFE. CFE will not be responsible for
any late payments, finance charges, purchases or additional fees assessed by your creditor.

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Here is what Data eXchange delivers to CFE's **mobile banking app** when the member selects to view their credit card accounts:

Detail data for transactions appear as shown below:

Next Steps

With the help of Data eXchange, CFE FCU is building a complete member experience that will eventually integrate all credit card information and functionality into a single user experience. The credit union is actively building and integrating advanced functionality such as the ability for a member to request a balance transfer to their CFE card from a card at another institution, which is available today in a Data eXchange request. Upcoming functionality includes the ability to lock and unlock a card with PSCU's Card Lock solution; transaction and fraud alerts; CU Loyalty Rewards balances, eStatement enrollment and travel notifications.