

# Credit Union of Texas

## Highlights

### Industry

- Financial Services

### Solution

- Liberation® platform

### Results

- Increased collections revenue
- Achieved full ROI within 10 months of installation

## COMPANY

“Teaching Texas a Better Way”- that is the motto the Credit Union of Texas strives to abide by. This full-service credit union serves 180,000 members, offering auto and mortgage loans, payment protection, and home lending. After expanding its portfolio the Credit Union of Texas needed a solution that would increase the efficiency of the contact center and thus maximize collections revenue.

## CHALLENGE

Shortly after the Credit Union of Texas expanded its portfolio, its collections department experienced a significant increase in the volume of activity. As a result, agents were having a difficult time keeping up with the demands of the job. Instead of increasing headcount, management determined that the collections department needed a solution that would automate the dialing process, manage its daily campaigns, and develop its workforce.

## SOLUTION

To fulfill their needs, the Credit Union of Texas implemented Liberation for Collections.

“We implemented Liberation because it is a revenue-focused application that is low maintenance and easy to use,” said Eric Cooper, Vice President of Credit Risk Management at Credit Union of Texas. “Also, we knew Liberation would help us better manage our accounts and increase our contact rates.”

With Liberation’s CampaignManager™, management can monitor and manage agent and team activities, ensuring that high priority accounts are contacted immediately. When an account is past due agents can quickly contact members via Liberation’s VoiceAgent™, which automatically leaves a voicemail message, and/or EmailAgent™, which sends an e-mail - both features are designed to recover outstanding payments as efficiently as possible.

The Credit Union of Texas also chose Liberation because of its ability to customize any desktop. With Liberation the credit union can customize agent screens, giving them the same look and feel as their existing screens, and thus reducing training time.

## RESULTS

Ten (10) months after Liberation was implemented the Credit Union of Texas achieved a full return on their investment. Despite a reduced headcount, collections revenue increased! In addition, agent screens and navigation tools were developed to match previous application screens. This helped minimize resistance to the new system, resulting in a smooth agent transition.

“With Liberation we have accomplished two of our initial goals - we have increased collections revenue and minimized our training costs,” continued Cooper. “We are pleased to have achieved these goals and look forward to further improving our agent productivity and customer relationships with Liberation.”



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**Eric Cooper**

*Vice President of Credit Risk Management  
Credit Union of Texas*

### About TDI

TDI is a leading provider of revenue accelerating solutions for the contact center industry. For 25 years organizations have relied on TDI's proven technology, innovative solutions, and quality services to develop their workforce, optimize the customer experience, and improve sales and service revenues.

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