Supporting Omnichannel Delivery with the Core System

While it is true that less people are going to branches these days, we still see some of our credit union clients expanding their branch networks. The branch remains relevant and continues to evolve – it is becoming more digital with staff members using tablets and generally becoming more electronic through the use of signature pads, digital signage, kiosks, etc. But additionally the branch is being taken directly to members by technologies like remote deposit capture (RDC). The ability to capture signatures electronically and online account opening capabilities are also make it easy to avoid branch visits.

Mobile banking is perhaps the biggest part of a credit union's omnichannel strategy right now. Mobile RDC is especially a "must have" technology now for credit unions looking to compete. Fortunately, we offer mobile banking programs and RDC options that are so low cost that even the smallest credit union can afford to implement them for their members. For example, we partnered with Flite to offer SnapCheck which is a solution right from the iTunes Store, Google Play and other sites. From ESP's web enabled mobile banking solution the member can bring up the SnapCheck app (using Single-Sign-On solutions), making the interaction seamless and efficient. Of course for larger credit unions, we offer them a full-blown App solution that includes sophisticated mobile banking features.

A big part of implementing omnichannel strategy is the ability to rely on the cloud to deliver these services quickly and affordably. In that respect, omnichannel is business as usual for ESP because securely hosted data and services and the cloud are the same to us. Of course, we use secure and compliant private clouds for member data, but we also utilize the public cloud to support our credit union partners when it comes to non-sensitive data. One example of this resourceful use of the cloud is the way we distribute software updates via Amazon Web Services – it is fast, efficient, convenient and low cost.

Getting the word out about all of the available digital channels – and how to use them – can be difficult for credit unions. In response, we have come up with numerous inexpensive ways to help credit unions in this regards. Video is extremely popular so we developed branded training videos that our credit union partners can embed in their websites or add to YouTube. We also see a big push towards paper reduction via e-statements and email receipts at the teller line – both of which can support marketing and educational messaging. In the branch, teller signature pads that support display advertising are coming down in price and more popular. Our goal is to help our credit unions be successful in as many ways as possible by listening to their ideas, collaborating on solutions to answer their needs, and delivering innovative omnichannel technologies to help meet the ever-changing demands of members.

ESP

A Vendor...A True Partner

Matt Lefler
Vice President

Matt Lefler is Vice President at Enhanced Software Products, Inc. (ESP). Matt is part of a management team that is a balanced group of both technology and Credit Union industry professionals because we believe that a pure technology approach often loses its focus on the business it is supposed to be servicing. For over 19 years, ESP has focused on redefining the standard high tech company model. Our initial product was acquired in 1996 from a very large publicly held company. As a privately held company, ESP has been able to focus on what we feel is important to our customers while many public companies are focused on meeting stockholder expectations. ESP is growing steadily - not through merger and acquisition, but through pure quality and performance.