Supporting Omnichannel Delivery with the Core System

Omnichannel delivery is a great concept, but one that requires a lot of hard work to accomplish. A good first step is making sure that the credit union's online and mobile presence have the same colors, content, and look and feel. It is very important to offer the same familiar layout on PCs, tablets, smartphones, etc., and of course all of the same products and services. As far as branches are concerned, our credit union partners remain committed to them, especially in communities and areas with older members that still like to visit their local branch.

To attract younger members who don't frequent branches very often, credit unions must make a strong commitment to mobile banking. Many Millennials, and even younger generations, grew up with mobile devices in hand and expect "instant gratification" from using them constantly, but all age groups are migrating to the round-the-clock convenience of mobile banking as evidenced by the skyrocketing rise in mobile banking usage. Quick balance checks and money transfers are the most popular uses, but mobile functionality and features are rapidly expanding. To address these trends, we have combined our online and mobile banking systems into one easy to use platform and priced it so affordably that even smaller credit unions can stay current and offer these in-demand digital services to their members.

But just offering great digital services and excellent member service is not enough – credit unions must work harder to get the word out about the tremendous value that they offer consumers. Too many people – both young and old – simply do not know about the advantages of credit union membership. They don't know that credit unions usually offer higher rates of return on savings accounts, lower interest rates on loans, and personalized service. Together all of us need to work harder to get the word out about all of the benefits of credit union membership.

Our NewSolutions™ core processing system, which was built from the ground up as a Windows-based and MS-SQL server platform, makes it easy for credit unions to implement an omnichannel strategy. Credit union branch staff and the members they serve tend to establish personal relationships. We enable our clients to provide that important face-to-face branch experience, or allow them to take the branch to the member digitally by way of Home PCs, tablets and Smart Phones. Services like Remote Deposit Capture and Digital Signature Capture make establishing new accounts and making loans a much easier and more secure reality.

We believe that flexibility in delivery methods is also key, which is why we offer three options: 1) In-house; 2) Outsource/Service Center; and 3) Hosted. As more and more processing and storage moves to the "cloud" for businesses of all sizes, the Hosted delivery method has greatly increased in popularity with our clients. This is for good reasons – costs are lower since hardware is maintained here, disaster recovery options are much better and more efficient, and our highly experienced staff handles the technical details allowing the credit union staff to focus more on service for their members.

No matter how the system is deployed, we are committed to helping our partners with their marketing and cross-selling efforts to spread the word about their products and services. We help them increase their sales results by target marketing members based on their unique needs, e.g., we use DeepTarget's e-marketing software that supports multiple channels such as online banking, web, email, and mobile. Plus our NSQuery platform gives credit union staff the ability to effortlessly retrieve information from the desktop level with point-and-click, drag-and-drop functionality. We make it easy to query data to create mail lists for promotions, fee analysis, branch level performance, and much more. With over three decades of experience helping credit unions grow, we are committed to helping them with their omnichannel strategies and implementations.

Teri Van Frank
President/CEO

Share One
NewSolutions

Teri Van Frank is President/CEO of Share One, Inc., a CUSO headquartered in Memphis, Tennessee, and one of the fastest growing core processing vendors in the current marketplace. Share One has served the technology needs of the credit union market for four decades progressing through the years with several other names and owners with Teri remaining a loyal employee for over thirty years. Her experience has progressed throughout the changes and includes general operations, communications, customer service, internet services, customer training and education services, product design, testing and quality assurance, human resources, payroll, benefits administration; and contract administration. Teri's focus remains delivering personal service, along with collaborating and building solutions to help Share One credit union clients efficiently serve their members.

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