



Advanced Core Solution Helps Philadelphia Credit Union Streamline Operations, Boost Service and Prepare for Growth

Eagle One Credit Union knows the importance of efficiency and good service. The credit union has been serving Philadelphia-area postal workers since 1934. And their members expect the same dedication to service excellence that they provide to the surrounding community.

The three-branch credit union serves more than 4,500 members and has \$34 million in assets. Business has grown steadily since Eagle One expanded beyond traditional share and loan services in 1996 to include share drafts, debit cards, Visa® check cards, Visa credit cards, home equity loans and first mortgages.

“Once we opened up our service portfolio, we really opened up,” said John King, chief executive officer for Eagle One Credit Union.

Based inside local post offices, the credit union hired additional staff to support their expanded services and growing member base. Today, Eagle One is armed with 14 employees and a roadmap for growth.

Business Situation

Any growing credit union needs a reliable core processing solution to support their daily activities and maximize staff productivity. And with a recent name change and several upcoming mergers, growth is definitely part of Eagle One’s game plan.

“There’s a lot of potential for us to grow,” said King. “By this time next year we could be over \$50 million in assets thanks to mergers and other growth strategies.”

The Solution

In May 2003, Eagle One converted from Director to Aurum’s advanced Mercury® core system — implementing the efficiency-boosting technology and open, scalable architecture that will support the credit union as it continues to grow.

“The ease-of-use Mercury offers is key for us,” said King. “After just two months our staff is moving around the screens with ease and confidence. In fact, I don’t think they lost a step in how quickly they handle a transaction.”

Converting to Mercury from Director was a smooth process for Eagle One that required less than one weekend’s time and nominal technical support.

“We planned to use a Friday, Saturday and Sunday to get things done,” said King. “It only took Friday and Saturday, so we didn’t have to worry about Sunday. That made testing on Monday that much easier.”

“Mercury provides the backbone we need to deliver the innovative solutions and outstanding service that set us apart from other institutions.”

— John King, CEO
Eagle One Credit Union
Philadelphia, PA

King added, “I could have been wired up about the conversion transition, but when it came and went with such ease, I thought ‘Wow, that went pretty good.’”

Eagle One’s staff assisted in the transition and took time to learn the new, user-friendly Mercury screens. When the credit union opened for business on Tuesday, things were up and running perfectly. King said, “we opened up and have not been down since.”

success in motion

a customer case study

The credit union is enjoying gains in processing speed since Mercury's Windows-based system is much faster than the DOS-based Director solution. And Mercury's open architecture gives Eagle One the power to choose best-of-breed technology solutions to enhance their product offerings and improve member service. King cites Mercury's third-party software interface capabilities as his "main reason for moving up."

"A lot of times interaction with other vendors and software was difficult with Director," said King. "I'd have to get tech support to help me do things that should have been simple. But with the Mercury system I can work with other vendors very easily, sending information via the Internet."

The system's integration capabilities have also enabled the credit union to use Aurum's Mercury Home Banking tool with great success. With more than 3,000 account reviews in just one month, the Eagle One Home Banking Web site has been an instant hit with members. King says he is "excited to see this new delivery channel catch on and continue to grow in popularity." And the implementation of the new solution positions Eagle One as a leader in member service for their market.

"We're doing more, offering more and saving members money. And people are taking notice," said King. "Mercury provides the backbone we need to deliver the innovative solutions and outstanding service that set us apart from other institutions."

The credit union also plans to implement Audio Teller, Aurum's automated telephone banking solution, to handle much of the high call volumes their member service staff typically receives for account inquiries. Combined with the Home Banking option, the new Audio Teller solution will help free Eagle One's staff from answering routine questions.

"Without a doubt, these automated customer service channels provide the tools we need to effectively serve our customers, while enabling our staff to focus on expanding other strategic areas, such as new member loans."

Mercury's advanced reporting functionality is also ideal for the credit union's strategic analysis and status updates.

"I love the reporting capabilities Mercury offers," said King. "For our last board meeting, I didn't have to go to another computer or dress things up on the file. Now, I simply use the reports right out of the Mercury system."

"We feel that the Mercury system will help us reach our goals," said King "I have the tools now. And I see the future as being unlimited on how far we can go."

The Results

- ▶ Conversion to Mercury was a smooth process, requiring nominal time and little technical support.
- ▶ Windows-based Mercury system provides faster electronic processing to support Eagle One's 14 terminals and multiple printers.
- ▶ Credit union's staff adapted very quickly thanks to user-friendly screens and intuitive software.
- ▶ Open, scalable core solution enables Eagle One to leverage best-of-breed software from Aurum and other third-party vendors.
- ▶ Poised for growth, Eagle One Credit Union can rely on the proven Mercury core solution to support their technology needs — both now and in the future.

