

# CFCU Community Credit Union Ease Merger & Acquisition with **Digital-First Service**



## OBJECTIVES

In the competitive financial sector, CFCU Community Credit Union, a New York state chartered credit union serving 82,000 members, strategically merged with CORE Federal Credit Union (6,000 members) in Q1 2023. Ensuring a seamless transition and integration was top of mind and vital for maintaining member satisfaction and service quality.

From January 27th to 30th, 2022, CFCU successfully navigated the technical conversion for the merger. CFCU understood that managing any surge in merger-related inquiries would be vital to safeguarding member service and satisfaction. To address this, CFCU deployed Directlink's Conversational AI (CAI) via the telephony channel, providing instant responses to 80 FAQs. This case study examines the AI solution's effectiveness in managing merger-related questions, enhancing member experience, and streamlining contact center operations.

## AT A GLANCE

### Challenges

- An influx of merger-related FAQs
- Limited after hours for member support

### Benefits

- Saved 208hrs of call time
- 24/7 instant support
- Smooth introduction of CAI to members

## SOLUTION

CFCU Community Credit Union joined forces with Directlink to optimize the contact center experience during the merger, managing high call volumes more effectively and efficiently and delivering convenience to its members.

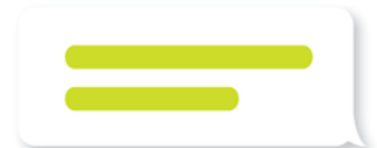
With the integration of Directlink's conversational AI solution, CFCU provided immediate responses to 80 customized merger-related FAQs and ensured round-the-clock accessibility. This cutting-edge approach empowered members to access crucial information quickly, eliminating the need to wait for an agent.

Additionally, the AI solution granted members the option to connect with a live agent whenever needed. By embracing Directlink's innovative technology, CFCU Community Credit Union set the stage for elevated member satisfaction, streamlined contact center performance, and a seamless transition throughout the merger process.



Will my history be moved over?

Up to 6 months of history will be moved over to your new profile.



*"The results exceeded our expectations, handling approximately 4,000 inquiries with a 67% success rate"*

**AVP Member Solutions**







## OUTCOMES

Directlink's Conversational AI solution played a pivotal role in the member experience during the merger. By deflecting 1,560 calls with an average call time of 5 minutes, Directlink contributed to a savings of approximately 3 hours of agent call time per day (Monday to Friday). This increased efficiency allowed agents to focus on more complex inquiries, resulting in enhanced support for members. Overall, the implementation of Directlink's AI solution significantly contributed to a streamlined, satisfying member experience throughout the merger process.

**80+**

Merger-related FAQs launched

**5,713**

Mins handled by virtual assistant

**52%**

Containment rate achieved

**12,480**

Mins saved for contact center





## ABOUT DIRECTLINK

Directlink is a leading-edge voice + digital banking platform. Powered by conversational AI technology, Directlink enables banks and credit unions to design, deploy and manage intelligent virtual assistants across channels - automating and optimizing customer service via hyper-personalized, human-like interactions. Directlink offers out-of-the-box and customizable integrations with banking cores and fintech solutions to orchestrate a connected ecosystem and data pipeline within your tech stack. And our pre-built knowledge base assures you see results out of the gate. Directlink makes connecting with your customers easy, seamless and affordable.

© 2023 Directlink, LLC. All Rights Reserved Worldwide. Unauthorized use, duplication, or modification of this document in whole or in part without the written consent of Directlink, LLC. is strictly prohibited.