



## **Case Study**

### Apple Credit Union Reduces Costs, Enhances Member Relationships with eXpressServices

Credit unions have used eStatements successfully to decrease expenses, strengthen relationships with members, and encourage members to take advantage of additional electronic banking and document delivery capabilities. Additionally, eStatements are being increasingly demanded by a growing contingent of tech-savvy consumers.

For these reasons, Virginia's Apple Federal Credit Union looked to auto-enroll all of its 32,000 home banking members in eStatements. However, achieving this objective—which was expected to result in an eight-fold increase in enrollment - also came with an equally large price increase from Apple FCU's existing eStatement production vendor.

"The vendor's price was prohibitive, and they simply wouldn't negotiate. We needed to make a change," says Juan Batista, Vice President of Information Technology at Apple FCU.

After a careful evaluation of the provider marketplace, Apple FCU chose eXpressServices from Xpress Data to handle its growing needs for eStatement production. In addition to lower cost, a key factor in the decision was Apple's positive experience with Xpress Data's XpressNotice service, which the credit union had been using to provide print-based, event-driven notices and correspondence to its members.

The migration from Apple FCU's existing eStatement vendor to Xpress Data was seamless; in fact, the conversion was completed several months ahead of schedule. Additionally, Xpress Data created and maintains two years' worth of historical statements for members, versus just six months of history offered by the previous vendor.

"We only needed to regenerate the data files for past months from our core data processing system, and Xpress Data did all the work of eStatement production," Batista says.

For Apple FCU, monthly eStatement production fees were reduced by about 70% with eXpressServices, compared with the credit union's previous provider. And Xpress Data offers value-added services at no additional charge. These include both email and SMS (text message) notifications to members when eStatements are available and a comprehensive report that helps manage the problem of undeliverable member email addresses.

"Email notification was another add-on charge we would have had with our previous vendor," Batista says. He adds that eXpressServices eStatements also have a more member-friendly look and feel and are delivered as full-color PDFs that incorporate robust document and information security features.

Additional benefits to Apple FCU include easy and extensive customization of the eStatement document portal by marketing staff, requiring no involvement from IT. "The point-and-click interface of eXpressServices is very intuitive," Batista says. "Users can simply log in, make changes to images, include new marketing messages, and those changes are reflected immediately in eStatements and email notifications."

This enables Apple FCU to integrate eStatements, statement notifications, and home banking effectively as marketing and relationship-building tools. "Previously, when members would click on the home banking link to access their statement, we were limited to launching marketing messages in popup windows, which many browsers block. Now it's right on the main page," Batista explains.



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Finally, eXpressServices provides robust reporting tools that show which members have viewed what documents, as well as an administration console designed to provide all the information and tools that credit union staff need to easily maintain the e-document system.

"It's a better product, easier to use, and at a lower cost than other options in the marketplace," Batista says.