Electronic Lobby Management Reduces Member Wait Times

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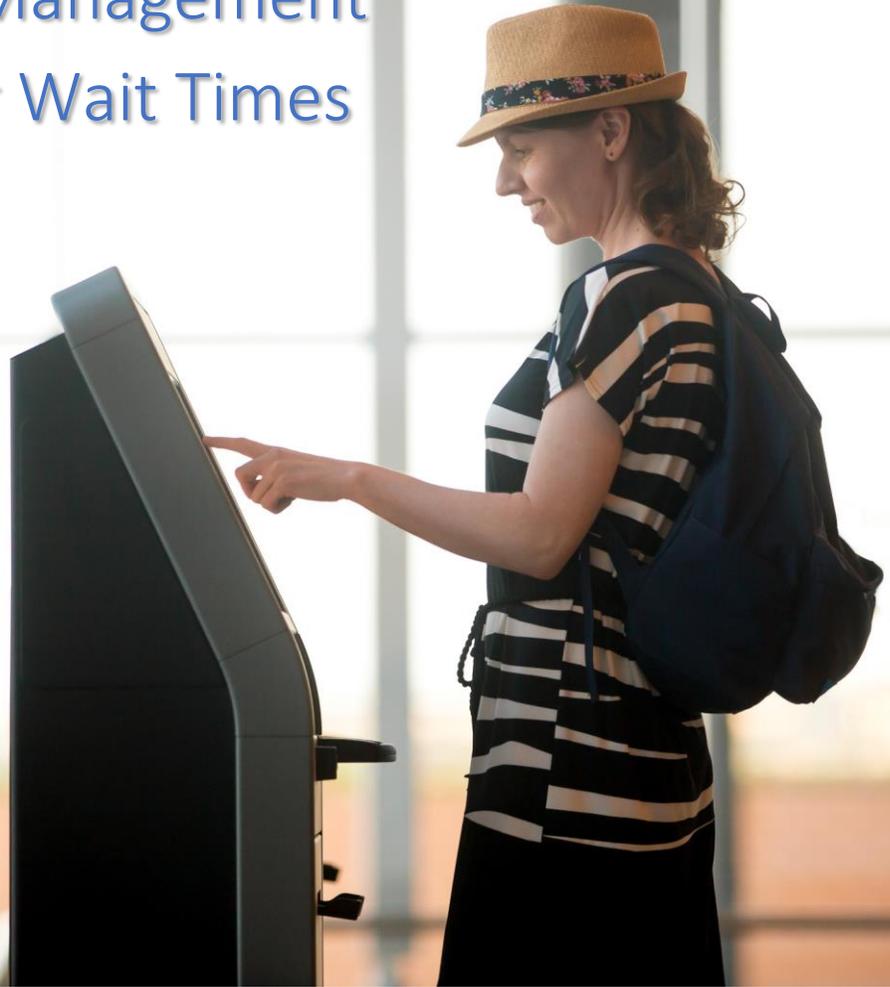
Environment

Credit union with 380,000+ members, 14 branch offices and $4 billion in assets

Challenge

Lengthy customer wait times for non-teller services;

Solution

Deploy Electronic Lobby Manager to branches, resulting in a 75 percent reduction in wait times.

The Client

Redstone Federal Credit Union is the largest credit union in Alabama, with more than 380,000 members throughout north Alabama and south-central Tennessee. Members were experiencing long wait times when visiting a branch for non-teller services. Service resources were deployed sub-optimally, with people tied up at each branch waiting to greet members. Redstone deployed ELMO to address both issues. Key results achieved were a 75% reduction in average member wait times and the redeployment of one person per branch to direct member service roles.

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The Problem

Prior to implementing ELMO, Redstone Federal Credit Union used a manual lobby management process. Members would come into the lobby and talk with a greeter to enter a service request. The greeter maintained a paper log of visits, and manually coordinated the member's visit with the available service representatives.

This approach resulted in long wait times for members, averaging more than 20 minutes. It also tied up valuable member service representatives across all branches. Due to the paper process, reporting and metrics were almost non-existent.

The Process

Redstone Federal implemented ELMO to streamline member visits and to free resources to focus on member service. Core ELMO was used to configure and monitor service queues at each branch (some branches with multiple queues for specialized services like insurance). The KPIs made available by ELMO core allowed optimization of resourcing across branches.

With ELMO Kiosk members checked themselves in upon arrival at a branch. ELMO Mobile made advanced check-in available to members using smart phones, and Elmo iPad allowed select branches to engage in "concierge" service pilots

Results

With the ELMO system in place, Redstone Federal Credit Union reduced average member wait times by over 75%. Multiple elements of ELMO contributed to the dramatic reduction in wait time.

➢ Visibility into branch performance enabled better service resource allocation

➢ Self-Check-in allowed "greeter" resources to be refocused to enhancing member service and handling more interactions with the same level of staffing.

➢ Mobile application guided members to a nearby branch with available service representatives and shortest wait times.

➢ Automated notification of service representatives of members awaiting service allows them to continue working until a member is available to support.

"We were able to dramatically reduce member wait times, optimize branch staffing, and improve service without hiring any additional staff"

- *Liz Ponder, Vice President of Branch Operation*

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