

# Arizona Federal Credit Union

## Highlights

### Industry

- Financial Services

### Challenge

- Needed to record 100% of calls as well as track and analyze data to identify trends and monitor agent performance

### Solution

- Encore™ Technology Suite

### Results

- Improvements in agent training and performance
- Improvements in supervisor productivity
- Ability to capture and identify fraud

"Encore enables us to see and hear each transaction, identify training opportunities and, if necessary, take immediate action on service concerns."

### Cathy Gordon

*Assistant Vice President of Teleservices  
Arizona Federal Credit Union*

## COMPANY

Established in 1936, the Arizona Federal Credit Union (AZFCU) has expanded from 50 members and an average account balance of five dollars to 230,000 member accounts, 25 branch locations, and almost \$1.8 billion in assets. The AZFCU, which offers a full range of financial services, is among the leading credit unions in the nation.

## CHALLENGE

The challenge facing AZFCU's Call in Channel was twofold: it needed a solution that would record and monitor 100% of their calls for quality assurance as well as track and analyze data to identify trends and assess agent performance. In order to improve the quality of service and enhance agent performance and supervisor productivity, a workforce monitoring solution was needed.

## SOLUTION

In April 2006, AZFCU installed the Encore Suite, a comprehensive recording, quality assurance, performance management, reporting and business intelligence solution.

AZFCU's Assistant Vice President of Teleservices, Cathy Gordon, said they decided on the Encore Suite because it provides her with a 360 degree view of each agent-member interaction. "Encore enables us to see and hear each transaction, identify training opportunities and, if necessary, take immediate action on service concerns. With Encore we are able to put into practice what we wanted to do, which is; improve the quality of service we provide."

## RESULTS

Encore has had a significant impact on agent training and performance, turning poor performers into excellent performers. "Encore is a powerful learning tool that has helped our team be successful," said Melissa Brown, Teleservices Manager at AZFCU. "With voice and screen recording we are able to identify best practices and coaching opportunities. This enables our agents to understand our expectations and make immediate adjustments."



"Furthermore, using the data generated from Encore's reports, agents are then able to determine if the changes they made were successful. Linking recording, evaluations and performance reports has helped us close the training loop," said Brown.

Supervisor productivity has also improved. Encore frees AZFCU's supervisors and managers from mundane and unnecessary tasks so that they can dedicate their time to working with agents and members. "Encore provides us with the business intelligence we need to better manage our agents and service our members," said Brown.

An added benefit has been the ability to capture and identify fraud. "The benefit of listening to a conversation and verifying what took place is tremendous - not only are we able to resolve disputes, but the ability to capture the origination of each call has improved security," said Gordon.

Thus far, Encore has exceeded expectations. "It holds our agents accountable for their performance and adds additional securities for fraud detection and resolution. It is an excellent tool and well worth our investment," said Gordon.



"Encore provides us with the business intelligence we need to better manage our agents and service our members."

**Melissa Brown**  
Teleservices Manager  
Arizona Federal Credit Union

### About dvsAnalytics

dvsAnalytics is a leading provider of agent productivity and analytics solutions for enterprises and contact centers. For more than 25 years organizations have relied on dvsAnalytics proven technology, innovative solutions, and quality services to develop their workforce, optimize the customer experience, and improve productivity.

#### Corporate Headquarters

dvsAnalytics, Inc.  
17255 N. 82nd St., Suite 4  
Scottsdale, AZ 85255  
United States

#### Toll Free

866-302-8131

#### Email

sales@dvsAnalytics.com

#### Web

www.dvsAnalytics.com