

3-Minute Read

Great River Enhances Member Service Through User-Friendly Technology

Great River Federal Credit Union deployed new technologies and centralized staff without creating a daunting experience for their members.



Results

>80% wait time reduction

94% customer satisfaction

4-to-1 desk-to-agent ratio



19K+ Members



9 Branches



\$300M+ in Assets

About Great River

Chartered in 1948 as Machinists Federal Credit Union, Great River expanded into other trades beginning in 1964 and has been growing ever since.

Operating as Great River Federal Credit Union since 1999, Great River strives to “expand [their] footprint while providing exceptional service to members, whether it is in person or through our convenient online and mobile options.”

Create a Seamless Lobby Experience for Members

At the time of deployment, Great River's lobbies were experiencing wait times of over 10 minutes. They set out to dramatically lower that number through video banking.

Through the Invo Kiosk model, which replicates a traditional office for members, Great River implemented video banking technology that was adopted by even their most hesitant members. This led to a >80% decrease in wait times, from over 10 minutes to under two minutes on average.

Centralize Staff for Greater Efficiency

Great River found it difficult to best serve members and keep wait times down without hiring more staff.

Through the video banking technology, Great River centralized its new accounts and consumer lending departments. Now, a three member team manages each department across all nine locations. This results in a 4-to-1 desk-to-agent ratio (FTE) and saves Great River up to \$120K per year, along with dramatically decreasing wait times.



Great River Federal Credit Union branch

Integrate New Tech with Existing Tech

Around 2016, Great River overhauled their digital offerings. They wanted to continue integrating new tech that complimented their current solutions.

Invo's plug-and-play video banking technologies are built to stack on top of already existing work flows. This allowed Great River to deploy video banking without worrying about an extensive integration process for things such as electronic signatures or mobile device utilization.



“The driving factor is the technologies we use.”

Derek Rudolph Chief Technology Officer at Great River

Since partnering with Invo, Great River has deployed such tools as web and mobile video banking, as well as lobby management and self-service check-in through Invo Concierge.

Schedule a **Quick** Product Demo Today!

- ✓ Learn how to overcome hiring & staffing struggles with digital tools.
- ✓ Discover solutions that deliver seamless on-screen experiences that are proven to cut wait times in half.
- ✓ Find out why features like Co-Browsing increase customer satisfaction

Speak with our Solutions Consultant today to see firsthand how Invo can positively impact your financial institution!

Smart Routing & Service Queuing

Document Capture Technology

Secure File Upload Management

Electronic Signature Capture

Dynamic Co-Browsing Technology

Interested? Give us a call at (855) 468-6843 or visit invosolutions.com/request-demo

