

3-Minute Read

## Heartland's approach transforms member experiences for the better

In 2017, Jeremy Stauffacher learned about video banking technology and knew it was the future. A few years later, Heartland deployed this brand new tech to transform their branch experience.



### Results

>80% wait time reduction

Two new branches, no added consumer lending staff

4-to-1 desk-to-agent ratio



39K+ Members



10 Branches



\$620M+ in Assets

## About Heartland

Chartered in 1948 as the Hutchinson Teachers Credit Union, Heartland Credit Union has grown to serve the communities of Central and Western Kansas.

Heartland's mission is to be their member's "friend and partner, delivering solutions one dream at a time."

## Achieve exceptional member service during a hiring crisis

As Heartland faced a nationwide staffing shortage and growing member wait times, they searched for ways to improve the member experience without adding staff.

Through in-branch video banking kiosks, Heartland decreased the FSR department by 43% through attrition while also decreasing average wait times from 15 minutes to under three minutes.

## Take advantage of all digital channels

Along with improving the member experience in the branch, Heartland wanted to provide the same value with all their digital solutions.

To accomplish this, the credit union deployed web and mobile solutions, giving members access to the credit union from anywhere they had internet access. As a result, Heartland's success didn't stop with an 80% decrease in wait times. They were able to expand as well, opening two new branches for members without adding a single new consumer lending staff member.



Heartland Credit Union branch

## Successfully identify scheduling solution

With a robust set of digital tools, Heartland continued to look for new solutions to improve member experience and staff efficiency. They began searching for a scheduling tool that could manage both video and in-person appointments.

Invo's built-from-scratch scheduling tool fit the bill and will allow members to schedule a future video or in-person appointment that works best for them. Those appointments will be managed within the software, requiring no hands-on effort from staff.



**“We want to be available to our members, regardless of what channel they choose.”**

**Jeremy Stauffacher** Chief Consumer Officer

By utilizing in-branch, web, and mobile solutions, Heartland stays efficient when staff members get promoted or choose a different career path. More importantly, member service never misses a beat.

## 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

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