

Grow Financial Federal Credit Union

Opportunity

In 1955, MacDill Federal Credit Union was founded to service military and civilian personnel of MacDill Air Force Base. In the mid-90s, the credit union expanded its membership to include select businesses and the employees of those businesses in the Tampa Bay area. In 2007, the organization changed its name to Grow Financial Federal Credit Union. Today, the credit union serves close to 200,000 members in Florida and South Carolina through 27 branch stores staffed by more than 240 full- and part-time employees.

As Grow Financial's store network increased over the years, so did its number of employees. With its growth, the credit union came to realize that using a spreadsheet to forecast and schedule its workforce was extremely time consuming and inefficient. In addition, it led to stores being managed inconsistently, which resulted in conflicting member and employee experiences.

Solution

With a focus on improving member and employee experiences, while maintaining expense control, Grow Financial reached out to Verint® for help. After sharing its specific requirements and objectives, the credit union, working closely with Verint branch banking experts, created a clear vision for success.

With management support for implementing a solution to help optimize its workforce and enhance the member experience, and given its extensive work with Verint, Grow Financial chose to deploy Verint Branch Workforce Management™. Also shaping the decision was the robust functionality and benefits of Verint's software, which the credit union could take advantage of without a need for customization.



Customer

Grow Financial
Federal Credit Union



Industry

Financial Services



Solutions

Verint® Branch
Workforce Management™



Region

North America



Results

- Reduced operating costs, saving more than \$160,000.
- Improved member service during peak times, increasing customer satisfaction.
- Provided a flexible and efficient staffing schedule, resulting in an improved work-life balance and more satisfied employees.

Grow Financial Federal Credit Union

“With our workforce management solution from Verint, we were able to move our stores away from complicated, manual spreadsheets to simple and easy forecasting and scheduling. Verint helped us understand the capabilities already built into the software and how best to capitalize on those features and functionalities. Once we learned to trust the system, it really helped us improve our operations.”

— Joe Rosado, Vice President, Real Estate Lending, Grow Financial Federal Credit Union

Results

With Verint Branch Workforce Management, Grow Financial's store managers, in concert with the credit union's Verint system administrator, are able to evaluate their stores' transactions and tasks, recognize when their stores are overstaffed, and modify staffing levels accordingly. Moreover, thanks to the forecasting and predictive capabilities of Verint's software, store managers can now effectively forecast full- and part-time staff, enabling the credit union to fully utilize all resources and reduce staffing at individual locations when volume dictates. The solution's intuitive Web portal enables managers to edit schedules, manage absences, and generate reports with ease and efficiency.

Gaining the ability to monitor staffing needs within each of its stores more effectively, as well as make adjustments to schedules and forecasts quickly and easily, Grow Financial has achieved operational cost savings of more than \$160,000.

Beyond savings, the credit union has seen improvements in member service levels, especially during peak times, since deploying Verint Branch Workforce Management. It has also seen the Verint software have a positive impact on its employees too — enabling a more flexible work week, resulting in an improved work-life balance and a more satisfied workforce.

Verint. Powering Actionable Intelligence®

Verint® is a global leader in Actionable Intelligence® solutions with a focus on customer engagement optimization, security intelligence, and fraud, risk and compliance. Today, more than 10,000 organizations in 180 countries — including over 80 percent of the Fortune 100 — count on Verint solutions to make more informed, effective, and timely decisions.

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