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## CENTURIONCARES DRIVING ENHANCED MEMBER SERVICE FOR ELGA CREDIT UNION

TAMPA (July 12, 2018) – At Michigan’s ELGA Credit Union, every ringing phone presents an opportunity to further their mission of “Building Lifelong Relationships”. There can be times however, when answering all those calls can be a bit of a challenge. In those instances, the member may opt to leave a message in voicemail, or get rolled out to another department that may not have the ability to resolve the call in the same way a trained member service agent can. The process proved to be inefficient, ineffective, and costly to the Credit Union and its members. It was time to make a change, or in ELGA’s case, a simple enhancement.

ELGA put their trust in their long-time communications partner CenturionCARES, Inc., a Tampa, FL contact center software manufacturer. Deploying CenturionCARES Call Back solution enabled ELGA to satisfy their commitment to excellent member service while dramatically reducing their operational expenses. The credit union’s call center, which typically receives about 20,000 calls per month, saw the average wait time reduced by two minutes while their answered call rate tripled. Two-Thirds of ELGA’s overflow calls are now being handled by an automated process that the members love.

Call center manager Becky Walker reports the time previously spent processing 5,000 voicemails each month has been virtually eliminated, as the success rate for connecting agents and members on the first attempt has risen to over 90%. She adds “The reduction in overflow call expenses in just one month has already covered the cost of our investment in CARES Call Back. I didn’t anticipate such an immediate impact, but now I wish we would have made the change sooner.”

Kirk Wormington, CenturionCARES President & CEO said “We are fortunate that ELGA allowed us to earn their trust by choosing the CARES contact center installation in 2005. The commitment that we made to (ELGA CEO) Karen Church was to grow with the Credit Union. Our goal as a business partner is to make our customers lives easier, while in turn provide a stellar service experience to their members.”

### ABOUT ELGA CREDIT UNION

Flint Division Consumers Power Company FCU was founded in 1951, and changed the name to ELGA in 1959. Based in Burton, MI, the not-for-profit co-op maintains a core mission of “Building Lifelong Relationships” through exceptional service while maintaining high standards in financial performance and support for our communities. ELGA’s 70,000 “members helping members” are served at branches in Genesee, Lapeer, and Saginaw counties, as well as robust online banking for computers and smart devices. Visit [www.elgacu.com](http://www.elgacu.com) for more information.

### ABOUT CENTURIONCARES, INC.

CenturionCARES contact center solutions enable organizations to optimize their communications infrastructure and deliver enhanced automated and live agent member services. For nearly 40 years, CARES ACD and IVR solutions have helped hundreds of credit unions operate at maximum efficiency and profitability. CenturionCARES is headquartered in Oldsmar, Florida with engineering and support facilities in Waukesha, Wisconsin. We welcome your call at 727-431-5300 or visit [www.CenturionCARES.com](http://www.CenturionCARES.com) for more information.

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