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## **FOR IMMEDIATE RELEASE**

### **CENTURIONCARES DELIVERS “SUPERIOR” MEMBER EXPERIENCE FOR OHIO CREDIT UNION**

TAMPA (January 6, 2017) – Anytime a credit union initiates a new project or initiative, it must ensure the end goal improves the member experience or it risks the loyalty of those members who support it. Selecting a quality product and the vendor-partner who provides it is key. Two plus years after selecting CenturionCARES to implement its first call center, Superior Federal Credit Union can now say that their first “call” was the right one. The CARES solutions provided by CenturionCARES have indeed enhanced experiences by bringing heightened ease and efficiency to all member communications.

“Anytime you choose a vendor there are risks, and we wondered if we would get the product and support that CenturionCARES Credit Union Specialist promised. During the entire product review process of all the vendors we researched, CenturionCARES repeatedly stated “We will work with you to get the results you are looking for to serve your members.” Other vendors were offering out of the box products, but no assurances that there exists the flexibility to meet Superior’s needs specifically,” said Susan Wagner, Executive Vice President at Superior Federal Credit Union. “CenturionCARES is a company large enough to provide the expertise in contact center management, yet seems to have the personal touch of a smaller company. Since this is Superior’s first experience with contact center applications, the additional perspectives that they shared with us suggest that they not only will be providing application support, but also operational support as we move forward.”

CenturionCARES provides Superior Federal Credit Union with Symitar Screen Pop along with Voice and Screen recording and an integrated QA score card. Superior utilizes the CARES integrated ACD/Next Teller IVR to offer self-service options in queue and pass along authentication alerts to CSRs. While in queue, members can also choose the convenience of the Placeholder Callback, which allows them to hang up and receive a call back when their place reaches the front of the line. Superior agents also take advantage of CARES Notes, with its real time integration into Synapsys, to track call types, mark conversation notes and document member contacts.

According to Kirk Wormington, EVP, Business Development, “We’ve applied the CARES solutions in a manner that specifically fits Superior FCU’s unique culture, which ultimately helps maximize the member experience.” Implementation was just the first step in creating a long term relationship with Superior FCU. CenturionCARES remains focused on providing value and support to Superior, and all its customers, which is reflective of the company’s mission statement of “Doing What We Say We Will Do!”

#### **ABOUT SUPERIOR CREDIT UNION**

Superior Federal Credit Union is a not-for-profit and member-owned financial institution in Ohio. As a full-service financial institution, Superior is dedicated to building trusted relationships by delivering personalized financial solutions to their over 60,000 owner-members. Superior Federal Credit Union proudly serves people who live, work, worship, attend school in, and businesses in Allen, Auglaize, Putnam, Mercer, Van Wert and Hardin Counties.

#### **ABOUT CENTURIONCARES, INC.**

CenturionCARES designs advanced automated solutions that enable organizations to optimize their communications infrastructure and deliver enhanced member services. For over 35 years, CARES Contact Center solutions (including Screen Pop, Virtual Hold, ProSpeak, Next Teller IVR) have helped hundreds of credit unions operate at maximum efficiency and profitability. CenturionCARES is proud to be recognized as a Symitar™ Vendor Integration Program (VIP) member. 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.