



## CASE STUDY

# CUPs and Doxim Join Forces

To Help Encompass Credit Union  
Improve Member Statements







## Executive Summary

### Customer

Encompass Credit Union, a CUPS Payment Services client - 10,000 members, \$345 million in assets, 80 staff, 7 locations in Alberta, Canada.

### Challenge

Members had many issues with the statements coming out of Encompass' newly adopted banking platform.

### Solution

Provide Encompass with an enhanced statement design using the Doxim statement processing platform.

### Benefit

Customer issues eliminated, plus access gained to new integrated statement marketing and eStatement capabilities.

## The Customer

Long-time CUPS client, Encompass Credit Union, was formed in 1943 with just 38 members. Today, it serves over 10,000 members and manages over \$345 million in assets. Its 80 employees work out of seven branch locations across East Central Alberta.

## The Challenge

In 2008 Encompass, along with a number of other Alberta-based Credit Unions, migrated from the Finesse banking platform to eroWORKS because it offered many new capabilities not available in Finesse.

Unfortunately, the statements produced from eroWORKS left a little bit to be desired. They were laid out very differently compared to the Finesse statement, used different naming conventions, and contained additional data — all of which was very confusing to members. They also contained a lot of additional print lines in the account summaries making them almost twice as long as the Finesse statement.

Encompass' members were unhappy with their new statements and voiced this frustration via questions and complaints to member services. Calls to Encompass' customer service team increased dramatically, creating a heavy burden on front office staff.

The Alberta Credit Union Peer Group realized that something had to be done to address the problem. They spearheaded the formation of a statement committee, with Amy Gertsma, Encompass' V.P. Information Services, at the head. The committee, consisting of colleagues from other Alberta credit unions that had also migrated to eroWORKs, worked together to come up with a solution. After carefully researching the issue the committee approached their mutual service provider, CUPS, to see what could be done to address their members' concerns.



At the time the committee was formed, neighboring CEAMS (Credit Union Electronic Account Management Services Association) Credit Unions in Manitoba and Saskatchewan, also running eroWORKS, had already implemented a new statement format that was developed for them by CUPS. This new format was developed in conjunction with Doxim, leveraging the data transformation capabilities built into the Doxim statement processing service that CUPS uses for other financial service clients.

**“The template that CUPS developed for our neighbors dramatically improved the overall look of the statement, but the changes were largely focused on format vs. content. The committee felt strongly that content must be addressed too, as this was the main issue driving customer complaints.”**

*- Amy Gertsma, V.P. Information Services,  
Encompass Credit Union*

The CEAMS credit unions agreed with this sentiment and were subsequently welcomed onto the statement committee to provide additional input. This allowed the committee to leverage the CEAMS statement format as the starting point for the content enhancement project.

## **The Solution**

### **Results That Speak For Themselves**

The statement committee and CUPS collaborated closely with Doxim to develop a new content design that optimized the layout of transaction details on the statement.

**“Confusing transaction descriptions were also modified so that the transactional information on the statements made much more sense to members. The enhanced format also provided Encompass’ members with a far more attractive statement that was quite simply easier to read.”**

*- Greg Feniak, Assistant Vice President, Relationship  
Management & Sales, CUPS*

The actual impact of the statement redesign on Encompass’ business was both quantifiable and substantial:

- 98% reduction in statement-related complaints from members
- 75% reduction in statement-related questions from members and staffs
- 50% reduction in page count through optimization of transaction details
- 28% reduction in overall statement production costs

## What The Future Holds

By any measure, the project was an outstanding success. But it hasn't ended there. By leveraging the Doxim processing platform, CUPS also provided Encompass with two additional statement related benefits.

**"Many Members have commented about the new graphics in our statement messages. So it's very apparent that our new graphics based ads have much more impact than plain text ones."**

*- Amy Gertsma, V.P. Information Services,  
Encompass Credit Union*

## New eStatement Offering

Secondly, because the Doxim statement processing service is tightly coupled with Doxim Enterprise Content Manager, as parts of the Doxim Customer Engagement Platform, it offers a seamless solution to provide eStatement access to Encompass' Members via online banking.

**"The new eStatement offering has been very well received by our Membership. A significant number of our Members had been requesting suspension of their paper statements for some time; so these Members were extremely pleased with this new service."**

*- Amy Gertsma, V.P. Information Services,  
Encompass Credit Union*

## Environmental Benefits

The eStatements capability will also help Encompass to proactively manage its carbon footprint by reducing its use of paper. To capitalize on this, Encompass is now actively promoting eStatements to its Members as part of a corporate-wide effort to be more environmentally responsible.

**"Our e-Statement implementation strategy starts with our most effective marketing tool – our staff. By default all statements are now available online as eStatements, so our approach is to educate and encourage our Members to 'Say no to paper' by using Internet Banking."**

*- Amy Gertsma, V.P. Information Services,  
Encompass Credit Union*

Encompass set itself an initial target of 25% opt-in to the 'Say no to paper' program for the six months following eStatement implementation.

**"So far we've achieved a 28% overall reduction in costs as a result of the program and we're not even at 25% adoption yet. With well over 50% of our members already signed up for online banking, we believe that we will go way beyond our initial opt-in target in the very near future."**

*- Amy Gertsma, V.P. Information Services,  
Encompass Credit Union*



## Connect with Doxim

Learn more about how Doxim Statements & Reporting makes statements attractive, easy to review, and available through a customer's preferred channel

Doxim is the customer communications management and engagement technology leader serving highly regulated markets, including financial services, utilities and healthcare. We provide omnichannel communications and payment solutions that maximize customer engagement and revenue, while reducing costs. Our software and technology-enabled managed services address key digitization, operational efficiency, and customer experience challenges through a suite of plug-and-play, integrated, SaaS software and technology solutions. Learn more at [www.doxim.com](http://www.doxim.com).