



Anheuser-Busch Employees' Credit Union

Building an Integrated
Summit® Solution

AN ENGHOUSE INTERACTIVE CASE STUDY

Overview

INDUSTRY

Credit Union

CUSTOMER PROFILE

Anheuser-Busch Employees' Credit Union (ABECU) is a full service financial institution currently ranked as a "Top 150" credit union in the U.S. with 27 branches serving nearly 90,000 members and assets in excess of \$950 million.

GOALS

- Optimize contact center communications with members
- Create a scalable and flexible foundation for ABECU technology
- Establish a disaster recovery plan

SOLUTIONS

Syntellect Customer Interaction Management (CIM) for Summit

BENEFITS

- More responsive, personalized customer service
- Low cost of ownership
- Integration with existing Summit Credit Union browser-based applications

Challenges

The primary goal of Anheuser-Busch Employees' Credit Union (ABECU) is to help their members achieve financial success. To help achieve this goal, ABECU needed better options for member communications using state-of-the-art technology. ABECU also wanted to work with a vendor that was dedicated to maintaining a software-centric architecture using open, industry standard software and hardware.

"We needed a solution that was open, customizable and had a robust feature set so ABECU could start with a simple deployment and still have room for future growth and functionality," said Calvin Curdt, vice president of information systems at ABECU. "The solution also needed to provide the same Computer Telephony Integration (CTI) capability that we were using with our existing solution."

"The Syntellect CIM solution is open and not tied to proprietary hardware like so many other systems. The platform can run on multiple Windows® servers, so we created a high availability option with off-the-shelf components and hardware."

Calvin Curdt, V.P. of Information Systems
ANHEUSER-BUSCH EMPLOYEES' CREDIT UNION

Solution

ABECU chose Syntellect Customer Interaction Management (CIM) to manage all member voice interactions and integrated it with the SVP component for a unified foundation for voice interactions and management of VoiceXML and Java gateways.

Syntellect provides an open framework ideal for scalability and has the capability to add new features and functions to the software. Syntellect's modular design allows for easy addition of ports and configuration at multiple branches of the credit union.



"ABECU plans to enhance the Syntellect system to include advanced, one-on-one marketing efforts from our core environment to members calling us. In the future, we will most likely add the Advanced Speech Recognition feature to our solution. ABECU has been extremely pleased with Syntellect."

Calvin Curdt, V.P. of Information Systems
ANHEUSER-BUSCH EMPLOYEES' CREDIT UNION

Curdt explained, "The Syntellect CIM solution is open and not tied to proprietary hardware like so many other systems. The platform can run on multiple Windows servers, so we created a high availability option with off-the-shelf components and hardware."

Results

After the implementation of the Syntellect solution, ABECU has a solid IT environment and a platform to manage member interactions that can support both inbound and outbound telephone interactions for touch-tone, voice and fax.

"We have a very stable environment where downtime is no longer attributed to the IVR," stated Curdt. "ABECU has also gained flexibility by using the Syntellect Billboard feature and the system's integration with our core Summit solution."

The Billboard feature allows Credit Unions to record customizable messages in the menu tree, comparable to music on hold. A disaster recovery plan was also put into place to restore ABECU's critical operations after a natural or human-induced disaster.

"Syntellect provided ABECU with an option to quickly restore vital data at a back-up site in the event of a disaster with minimal investment in servers and specialized hardware," added Curdt.

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