

Case Study



The Golden 1 Credit Union

Offering Convenient Check Deposits from Home

A large credit union expands its reach and offers Consumer Source Capture™ from Fiserv to enable its members to deposit checks anywhere, anytime.



"Fiserv has been very responsive in helping us build a strong, flexible consumer capture product."

Bob Garrison
SVP, Operations

In terms of membership, Golden 1 is the largest credit union in California, based in Sacramento, with \$7.6 billion in assets and 83 locations. Its mission is to deliver financial solutions with value, convenience, and an exceptional service experience. Its vision is that by 2020, Golden 1 will be the preferred provider of lifetime financial services in its chosen markets. Started in 1933 serving California state employees, it has expanded to serve a diverse set of members in 34 of California's 58 counties.

Staying Competitive with Consumer Capture

Golden 1 uses DataSafe® Account Processing Solution, CheckFree® RXP® bill pay and Voyager® from Fiserv to handle its important online presence. It has always made technology a priority and has been keen to stay on the leading edge. Bob Garrison, SVP Operations, explains, "We are always watching the industry, both our large credit union competitors and the large banks. We read about the success that one of our competitors was having with consumer check capture and we felt we needed to offer this capability to our members. We also saw this solution as an opportunity to expand beyond the



Client Profile

- Opened for business in 1933
- \$7.6 billion in assets
- 83 locations, headquarters in Sacramento
- Fiserv solutions: DataSafe Account Processing Solution, Voyager online banking, CheckFree RXP, WireXchange®, Prologue™ and Consumer Source Capture

geographic limitations of our 83 physical locations. By enabling remote check capture, we could start to serve our members from anywhere in the country.”

What is Consumer Capture?

Consumer capture is just catching on in the industry, with about 100 financial institutions currently offering it (Celent, Oct 2009). It enables home or small office users to physically scan checks using a common office scanner or an all-in-one printer/scanner/fax style of device. In fact, any TWAIN-compliant scanner can be used. Users then transmit the check images over the Internet to the financial institution and have the funds deposited directly into their bank account, all without ever leaving their home or office.

This functionality has been available for several years for merchants and corporate customers and is commonly called Remote Deposit Capture (RDC) or merchant capture. Only recently has the technology moved down market to give this same powerful capability to home users. Consumer capture adoption is expected to grow significantly over the next year and be offered by up to 25 percent of financial institutions by the end of 2010.

Overcoming Risks and Challenges

As with any new technology Golden 1 recognized some challenges in implementing consumer capture. “We

were concerned with losing control of the physical check and the opportunity that it would create for fraud attempts or mistakes in making deposits,” says Paul Sidhu, Vice President, Information Technology. The team developed a strategy focusing on education and safeguards to overcome these risks. Education included training internal staff and members on how to use the system and avoid errors. This was accomplished with in-person and Web training sessions, posting FAQs and using some of the online education tools that Fiserv provides. Safeguards included limits on deposits, both amount and number per day, and steps to qualify users including length of time as a member, no negative balances, use of online statements and several other factors.

Why Fiserv?

Golden 1 looked at a number of other vendors that offer consumer capture and then selected Consumer Source Capture. “We had a long relationship with Fiserv and were confident that together we could build a system to meet our needs. Some of the other vendor solutions had too many limitations and restrictions. We also thought the Fiserv solution was very robust and integrated well with our online banking and core application,” says Mr. Garrison.

Careful Rollout

Golden 1 has taken a careful approach to rolling out the technology to ensure it has the necessary safeguards in place to protect both the financial institution and

its members. The Credit Union has a set of terms and conditions, including being a member for one year, having no negative balances and less than three NSF's over the previous year. The initial rollout went smoothly with no fraud attempts and very few technical issues.

Now Golden 1 plans to take a more aggressive position in marketing the solution. "We have included the product, which we call Z@PiTSM, on our website but not made it a major focus. We now have the confidence to promote it more widely and roll it out to a larger number of users. Our members to date have been very pleased with the solution, finding it easy to use and convenient in saving them trips to the credit union or ATM. Z@PiT is linked directly to our online banking system and is very intuitive. The user interface was a key focus for us. Fiserv has done a nice job in making it really easy to use," says Scott Ingram, SVP Marketing.

Results

While it is too early to provide quantitative results, Golden 1 is confident in its Consumer Source Capture implementation. The benefits include:

- Offering a new service that is not available elsewhere
- Providing members the convenience of in-home check deposits—anywhere, anytime

- Enabling members to scan checks without having to purchase a specialized check scanner, almost all scanners tested have worked with the system
- Positioning Golden 1 as a technology leader
- Increasing the likelihood that members will stay with Golden 1

The Future and Fiserv

Golden 1 attributes much of its success to exceptional service. "We train our employees extensively in how to provide excellent customer service. And then, we survey our members four times per year to see how we are measuring up. Our strategic focus is all around taking care of our members. It really has been the major driver in our success over the last 77 years and will continue to be our driver for the future," says Mr. Garrison.

When asked how Fiserv fits into this future picture, Mr. Garrison summarized it as follows, "We do so much with Fiserv—they are a major player in virtually all areas of Golden 1. Our ability to work in concert adds tremendous value to our relationship. We need to compete with all the large credit unions and large banks and Fiserv helps us do that. Fiserv has been very responsive in helping us build a strong, flexible consumer capture product. We are very pleased with the results of this project."

Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization, and leading the transformation of financial services technology to help our clients change the way financial services are delivered. Visit www.fiserv.com for a look at what's next, right now.

Connect With Us

For more information on Consumer Source Capture, please contact us at 800-872-7882, e-mail us at getsolutions@fiserv.com or visit sco.fiserv.com.

Challenge

The Golden 1 Credit Union continually seeks to stay on the leading edge of technology. The Golden 1 wanted to implement consumer check capture technology for its members, and as a way of expanding beyond the geographic limitations of its 83 physical locations—but without losing control of the physical check or significantly increasing fraud risk for its members or the credit union.

Solution

The Golden 1 looked at a number of vendors offering consumer capture before selecting Consumer Source Capture from Fiserv. The Credit Union has taken a careful approach to rolling out the technology to ensure it has the necessary safeguards in place to protect both the financial institution and its members. The initial rollout for Consumer Source Capture went smoothly with no fraud attempts and very few technical issues.

Proof Points

The Golden 1 is confident that implementing Consumer Source Capture was a good move. The potential benefits include offering a new service to members not available at other credit unions, providing convenient in-home check deposits, enabling the scanning of checks from virtually any existing office scanner, and positioning the Credit Union as a technology leader to help ensure member retention.



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