

2008 Technology Excellence Awards *(Previously called the Best Practices Award)*

Two credit unions were honored in 2008 CUNA Technology Council Best Practices Awards at the council's 13th annual summit, which took place July 30 through Aug. 2 in Williamsburg, Va.

The awards recognize outstanding approaches to technology challenges with potential for universal application across the credit union movement.



Purdue Employees FCU in Lafayette, Indiana

Sales Management Award for creating a new Sales Reporting Model with a member service measuring tool as a key component to help meet its goal of being its members' financial partner for life. The new model was created to be dynamic, automated, and efficient to better serve members and staff. The sales staff is now able to follow up more quickly with members who have expressed interest in specific products, and attempted cross sales are up nearly 300 percent from 2007. The new reports also help analyze productivity, contributions to specific corporate measures, monthly trend data, branch production, and more.



Technology CU in San Jose, California

Technology Infrastructure Award for its job applicant tracking system to help the credit union's recruiters easily access all internal and external applications, advanced reporting features, and more. A new job listing site provides a user-friendly interface for applicants, and allows human resources to quickly and efficiently track applications without using a paper-based system. More than 12,000 applications and resumes have been received since the new system launched and 170 job openings have been posted and filled. The new system was such a success that credit union plans to extend a 100 percent paperless system to the entire recruiting process in the near future.

Miscellaneous Award for its online banking feature enhancement and new splash page to promote eStatement and electronic disclosures. The new business strategy included splash pages for the credit union's online banking members with a disclosure agreement that required members to opt out from all paper statements, electronic privacy notices, and any future notices electronically as they become available. One month after the launch, the number of eStatement enrollments realized a 63 percent increase. The program will have a big impact on cost savings over paper statements and will help the credit union "eSave the planet."