

Navigator Credit Union sought to enhance the member experience by outsourcing the design, production and delivery of their monthly and quarterly statements, allowing them to focus on their core strengths and deliver greater value to members.

### CHALLENGE



Navigator Credit Union serves over 46,000 members as the largest state-chartered credit union in Mississippi and one of the largest in Alabama, with 13 full-service locations. Prior to engaging Smart Source and FSSI, the credit union relied on outdated statements that didn't allow for marketing messages and also lacked a member portal for the seamless delivery and management of electronic documents. Additionally, their return mail process was lengthy and cumbersome and without a clear-cut solution.

### SOLUTION



Navigator Credit Union sought strategic solutions to redesign statements while ensuring the compliant production and delivery of monthly and quarterly statements – with space that allowed for marketing messages and annual disclosures. The credit union partnered with Smart Source and FSSI to evaluate their statement strategy and recommend ways to enhance operational efficiency, improve their member experience and ease mail reconciliation efforts.

### ROBUST PRINT, MAIL AND ELECTRONIC OUTSOURCING SERVICES RECOMMENDED

To address Navigator Credit Union's need for an efficient print, mail and electronic solution, Smart Source and FSSI recommended statement redesign utilizing a more modern design and aesthetically pleasing font, integrating strategic message areas based on business needs or marketing strategies, and building a robust eStatement database and member service portal. Additionally, Navigator Credit Union can address returned mail with the implementation of a unique proprietary tool.

### OBJECTIVES



Utilize FSSI's in-house Development and Creative Services teams to map data and facilitate the redesign of monthly and quarterly statements.



Maximize the whitespace in documents with strategically placed, targeted messages.



FSSI hosts images using an API to pull statements into Navigator's home banking system for a member-friendly PDF database.



Develop a site that allows Member Service Representatives (MSRs) to search by account number and name to assist members' account needs.



Implement return mail services to assist with the reconciliation of returned mail.

### RESULTS

Navigator Credit Union benefited from a more efficient statement solution and an improved member experience, along with:

**100%** on-time monthly and quarterly statement delivery

**75%** faster response time using a member service portal

**100%** improvement in mail reconciliation process