

## CREDIT UNION MEMBERS EXPECT A WARM, WELCOMING EXPERIENCE

Members enjoy being recognized and greeted when they walk into a branch. Yet they must prove who they are when they call the contact center. Putting callers through a minute or two of challenging security questions makes it difficult to maintain a good member experience.

## REPLICATE THE BRANCH EXPERIENCE OVER THE PHONE WITH ILLUMA SHIELD™

With real-time voice authentication, agents no longer have to ask hard questions or get push back from members. They can recognize and validate the caller within seconds during natural conversation, and quickly transition to addressing members' service requests.



*"When agents are enrolling callers in Illuma Shield™, it's a seamless interaction. Members can just say yes. There's not a line they have to call or phrase to say over and over."*

– Katie Johnson  
Contact Center Manager  
TruWest Credit Union

*"When a member calls in, they have something they want resolved. Instead of asking a couple of minutes of questions verifying their identity, we can use Illuma Shield™ to shortcut that process and get straight to the member's issue."*

– Carolina Ayerdis  
Sr. Member Experience Manager  
TDECU

### REAL RESULTS FOR REAL-TIME VERIFICATION

- Authentication time reduced by more than 80%
- Over 95% adoption rate for members invited to enroll
- 100% positive feedback from agents on ease of use

### PURPOSE-BUILT FOR CREDIT UNIONS

- Affordable for mid-size institutions without a "Big Bank Budget"
- Easy to deploy in weeks rather than months
- Keep members connected to their money in a secure and compliant way

**88%** LOWER VERIFICATION TIME

**65%** FEWER ESCALATIONS

**58%** SHORTER HOLD TIMES

**1** WEEK TO DEPLOY



*"Because we were doing a more stringent security Q&A in response to an increase in fraud attempts, our average increased to nearly two minutes to authenticate members. Now, it only takes 14.5 seconds. Obviously, that affects hold times and abandonment rate. All those things that we were struggling with, we've seen turn around thanks to voice authentication."*

**Dan Gatfield, Dort FCU VP of Operations**



*"Illuma Shield™ has allowed us to shorten our average call time by over a minute. That helps us get through more calls more quickly. Operational expenses go down, agent productivity goes up, and all of that is wrapped in the package of a better, more exceptional experience for the member."*

**Chad Rogers, Connexus EVP & COO**

**9,500+** FTE HOURS SAVED

**72.6%** HIGHER AGENT IMPACT SCORES

**21.8%** HIGHER MEMBER SATISFACTION

**97%** LOWER MEMBER DISSATISFACTION

## ABOUT ILLUMA LABS

Illuma Labs, Inc. is a Credit Union Service Organization (CUSO) and R&D company headquartered in Plano, Texas. We deliver real-time voice authentication and fraud prevention solutions for credit unions through our flagship product, Illuma Shield™. Our solution has been showcased at multiple premier FinTech events such as FinovateSpring and FinovateFall and won Best in Show at VentureTech. Illuma also won the CreditUnions.com 2022 Innovation Series in the Member Experience category. We are the exclusive provider for CUNA Strategic Services and have industry endorsements in 34 U.S. states.



For more information about how **LEVERAGE** can assist your credit union, email [consult@myleverage.com](mailto:consult@myleverage.com) or call 855-9EXPERT (855-939-7378).

