



CASE STUDY

Client: **GECU**, El Paso TX, \$1.1 Billion Assets

Products: Loan-by-phone, Internet Lending

Background: GECU was formerly with a competing call center and switched to LSI in June of 2009.

Comparative Stats:

Former Call Center			
2008	<i>July</i>	<i>August</i>	<i>September</i>
Internet Applications	576	476	435
Phone Applications	50	39	47
Number of Calls	463	347	375
Application to Call Ratio	11%	11%	13%
Funded Loan \$	\$1,047,440	\$615,725	\$824,935
LSI			
2009	<i>July</i>	<i>August</i>	<i>September</i>
Internet Applications	919	841	656
Phone Applications	70	47	48
Number of Calls	135	95	93
Application to Call Ratio	52%	50%	52%
Funded Loan \$	\$1,352,212.24	\$1,302,582.24	\$1,245,715.94

Bottom Line

- **\$1.4 million** in additional funded loans over the same 3-month period (2009 v 2008)
- Application-to-call ratio nearly **5x** better than previous call center = Better member service/Loan consultation + more revenue
- Addition of **Spanish** internet application
- Enhanced **IVR** (phone tree) Management

Comment:

“We have been very pleased with the results since we made the switch to LSI. We’re getting a much higher volume of loan applications through the Internet channel due to the more user-friendly application from LSI, and we love the exceptional member service experience that Lending Solutions provides.”

Contact:

Information and statistics validated by Jenny Turner, SmartCall Branch Manager, GECU