

# APCO Enhances Communications to Provide Seamless Member Services

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## Client Profile



Since 1953, APCO Employees Credit Union has made it a priority to provide excellent credit union solutions to Alabama Power Company employees. With a laser focus on its targeted member base, APCO has built strong relationships and provided personal attention to members for more than 60 years. With a goal of helping members do better financially, the credit union's 20 branches are strategically located across Alabama so power company employees can conduct their business and contact the credit union with ease and convenience.

## Challenge

Each of the credit union's 20 branches had its own telephone system. Each system worked independently and didn't have interconnectivity. Not only was there no integration across branches, but there also was no connectivity in each branch from the phone system to the accounts system. With no linking of calls and accounts, there was no way to accurately record client communications or provide analytics on common call details. Disparate phone systems meant there was a lack of reporting and a broken system for providing a positive member experience.

## Solution

APCO deployed Sentry Unified Communications: ConvergeIT® VoIP from Fiserv across all 20 branches. ConvergeIT is the only VoIP system designed for and integrated with account-processing systems. A service-oriented architecture allows APCO to integrate communication systems with account processing to enhance service and integrate business continuity and disaster-recovery services while also reducing operating costs, unifying branch operations and improving efficiencies. The powerful and easy-to-use business phone system can be used from anywhere and adds more advanced capabilities as APCO's operations grow.



Having our integrated phone system in place has been a real game-changer. Before implementing the ConvergeIT system, every branch had its own different phone system. We had zero analytics and no way to link to accounts. Now, we can do business from anywhere at any time. We have reporting and can link calls to member accounts. The Fiserv team made the installation so easy and has been very supportive ever since. "With ConvergeIT VoIP, we can provide seamless customer service to our members no matter what branch they call."

**Angela Wright**  
IT Manager, APCO

## Proof Points

Since the implementation of ConvergeIT VoIP, APCO has experienced many improvements. Most notably, credit union associates can now provide a more seamless and improved member experience regardless of branch.


ConvergeIT VoIP has also provided APCO with:

- A connected phone system across all 20 branches
- A phone system integrated with account data
- The ability to answer phones from anywhere and transfer to a mobile phone as needed for continuity
- Call data and analytics
- A better understanding of the reasons why members frequently call
- Uninterrupted member support during the COVID-19 pandemic



# Connect With Us

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 [fiserv.com](https://www.fiserv.com)

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