

Improving Member Experience and Branch Convenience by Leveraging Integrated Biometric Technology



Hawaii State Federal Credit Union deployed Verifast™ from Fiserv for biometric authentication on their Interactive teller machines. It changed expectations of what a credit union can offer in a small branch footprint.

Client Profile



Hawaii State Federal Credit Union, based in Honolulu, HI, was founded in 1936 as The Hawaii Territorial Employee's Federal Credit Union by 15 government workers who believed in people helping people and watching out for each other's backs. The credit union is a founding member of the Hawaii Credit Union League, an association of credit unions. Today, the organization still lives by its founding ideals, ensuring that it is "Always Right by You" throughout your financial journey. The credit union currently has over 125,000 members and assets of \$2.3 billion.

Challenge

Faced with designing a branch in a small footprint, Hawaii State FCU decided to leverage technology to help deliver a full-service member experience.

Solution

The credit union installed interactive teller machines (ITMs) equipped with Verifast biometric palm authentication and integrated to the DNA® core account processing platform from Fiserv.

Proof points

- 90% of surveyed members gave very positive feedback
- The branch has the feel of a much larger footprint
- The technology is enabling member service staff to spend more time developing member relationships in person, so they can advise members along their financial journey
- The ITMs and Verifast have increased the positive perception of, and interest in, the credit union

Membership at Hawaii State Federal Credit Union had grown almost 40% over five years. The rapid growth and demand led the credit union to expand their branch network to Salt Lake, a neighborhood of Honolulu, better serve the financial needs of their members. Due to the high cost of retail space in Hawaii, the credit union was faced with the challenge of designing the new branch within a small footprint, about 1,800 square feet

Rather than handing over the design of the new branch to outside parties, senior management at the credit union decided to delegate the responsibility to a team of future leaders from within the organization. First and foremost, the design team had to determine what the branch experience was going to be like and how it was going to be delivered, given the small footprint. They felt it was critical that the new location offer all of the same products and services as a regular-sized branch.

At the same time, the design team wanted to strengthen the positive perception the credit union already had within the community. To them, this meant cementing their reputation as a leader of innovation in the financial services sector in the state. Allison Maertens, senior vice president of marketing and brand engagement, said, "The new branch project gave us an opportunity to rethink how a branch should be laid out, and the opportunity to leverage new technology in a unique environment."



Using Self-Service Kiosks and Biometric Technology for Secure Authentication

"We viewed the new Salt Lake location as a test lab to implement and showcase innovative technology," said Aaron Vallely, vice president, retail experience at the credit union. The design team decided to forgo the traditional teller line and installed interactive teller machines (ITM) in the new branch – a combination of an ATM with online banking, offering far more capabilities than dispensing cash and taking deposits. With ITMs, members can access all their accounts, make loan

payments and transfer funds, as well as withdraw cash in multiple denominations and deposit up to 50 checks at a time.

As a leader in providing innovative solutions, the credit union was the first financial institution in Hawaii to deploy ITMs with Verifast palm vein biometric authentication, which was available through integration with their DNA[®] core account processing platform from Fiserv. Members can simply hold their palm over the biometric device for instantaneous access to their accounts, rather than having to insert a card and entering a PIN or account number. The infrared sensing device scans the person's unique palm vein pattern and matches it to an encrypted digital signature. Once the member is identified, their account information is instantaneously pulled from DNA for self-service transactions at the ITM. The technology saves members time and provides enhanced levels of security and convenience.

Hawaii State Federal Credit Union has also installed touch tables in the Salt Lake branch to help members explore financial solutions in a visually interactive way. The credit union didn't rely on technology alone; the branch is also staffed with trained member service representatives to assist members every step of the way.



Giving Members Consistent Experiences and Convenience

Since the grand opening of the branch in Salt Lake, members have been highly receptive to the new experience and appreciate the ease and convenience of the ITMs and biometric authentication. The credit union surveyed members who used the ITM and found that 90% of them gave very positive feedback – describing use of the ITM as "fast and easy."

The credit union design team developed the new branch with a few core principles in mind. First, they wanted to deploy technology that enhanced the member experience and assisted staff in counseling members to financial success. Second, they knew that culture

was an important factor. The staff would need to work differently in the new branch, so the design team hired and trained member service staff who could facilitate the kind of experience they envisioned. “We had to factor in changing sales culture when designing the Salt Lake branch,” Maertens said. “Relying on the new technology to conduct basic transactions, staff were now able to engage with members in more meaningful ways. Our members value that they can receive both great service and financial guidance with each visit.”

Finally, as a test lab, the design team examined their processes to methodically create the desired environment. It wasn’t about doing more transactions with fewer people – rather, they used technology to create a high-touch experience. Overall, the branch has the feel of a much larger footprint and the technology is allowing member service staff to spend more time developing relationships in person, so they can advise members along their financial journey.



Leading With Innovation


“We want to become a leader of innovation in Hawaii,” Maertens said. “The Salt Lake branch transformation has generated great word of mouth and the ITMs and Verifast biometric authentication technology give us something tangible to promote.”

The credit union made plans to open a new branch modeled after the Salt Lake location, and eventually a standalone ITM. They are also looking at retrofitting their other locations but there are challenges with retrofitting existing branches because the locations have to remain open for business during construction. Maertens said, “It would be ideal if our entire membership had the opportunity to use the new technology we outfitted at the Salt Lake branch, but we know that implementing these upgrades to our older branches will take time.” She added, “We’re optimistic that we’ll be able to find ways that enable us to introduce new technology across all of our branches.”

The Salt Lake branch has not only made an impression on members, it’s also caught the attention of the competition. Ish Eustaquio, senior vice president, retail delivery solutions at Hawaii State Federal Credit Union, said, “We have had other financial institutions and architects come out to inspect the Salt Lake branch to see how our ITMs are set up. Some have visited three times with top level executives. They call it the small branch with big dreams.”

Connect With Us

For more information
about integrating biometric
technology at the branch:

 800-872-7882

 getsolutions@fiserv.com

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

Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization. Our solutions help clients deliver financial services at the speed of life to enhance the way people live and work today.

Visit [fiserv.com](https://www.fiserv.com) to learn more.