

BRANCH CAPTURE

Credit Union Achieves New Operational and Staffing Advantages

A well-timed phone call was the impetus for McCoy Federal Credit Union's move to Southwest Corporate Federal Credit Union for check processing services and the subsequent implementation of Branch Capture technology in its nine branches.

As a member of a credit union service organization, McCoy had been imaging checks in-house and transmitting the files to its CUSO for encoding and batching to the check processor. But in 2005, when the time came to upgrade the credit union's \$100,000 worth of aging imaging equipment, McCoy paused to consider alternatives.

"About that time, Karen Coble (Southwest Corporate's Vice President of Sales) called to see if Southwest Corporate could assist us with anything. Their image processing service fit into our way of thinking, so we moved our processing to Southwest Corporate. Two years later, we implemented Branch Capture," said Robert Goplen, McCoy's VP of Finance.

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much quicker now."*

The Orlando, Florida-based credit union currently has \$370 million in assets, nine branches, and 60,000 members. Branch Capture, or the electronic image capture and real-time transmission of deposited checks to Southwest Corporate's item processing center, was the tool that enabled the credit union to direct its time, money and personnel resources toward more productive outcomes.

Goplen cited the benefits of Branch Capture as: the elimination of check encoding, the elimination of encoder and CD storage, and a reduction in staffing expense. "Not only were we able to avoid hiring a



McCoy Federal Credit Union Orlando, FL Total Assets: \$370,000,000

second courier, but the existing courier could be used for other jobs," said Goplen.

Pam Mello, McCoy's VP of Operations, appreciates Branch Capture for a different reason. "We needed to upgrade to gain efficiency in our balancing efforts," Mello said. "Balancing is so much quicker now. I thought it would mean more work for the tellers, but it turned out to be just the opposite scenario." Southwest Corporate also performs MICR correction for credit unions – a unique feature among service providers – so tellers are not burdened by that time-consuming task.

"When I put a pencil to it, Branch Capture turned out to be a very cost effective solution," said Mello. "I wish we had made the move long before."

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