



Case Study

For 15 Years, St. Tammany Federal Credit Union Has Trusted CDP to Guide Its Digital Transformation





THE COMPANY

[St. Tammany Federal Credit Union](#) has been serving communities in southeastern Louisiana since 1957. The credit union has more than 6,000 members and two different branches—one in Slidell and one in Covington. For the past 15 years, St. Tammany has trusted CDP to take care of its digital needs.

THE CHALLENGE:

Succeeding as a small credit union.

Succeeding as a small credit union is no easy feat. It can be challenging to compete against big banks and contend with an ever-growing economy.

Though St. Tammany is a smaller institution, it still needs to offer the same services the “big boys” do to stay competitive. Unfortunately, St. Tammany doesn’t have the same deep pockets as those traditional financial institutions—meaning that the team cannot invest in new technology whenever they feel like it.

In the digital age, the team at St. Tammany understands the critical role technology plays in employee productivity, overall profitability, and the member experience. However, the team is small, and they simply do not have the resources needed to conduct comprehensive searches for the right digital solutions.

In 2006, St. Tammany knew that it had to lean on a strong partner that understood which new technologies would deliver the most value. With the right partner in place, the credit union would be able to present any technological dilemma and quickly get advice on what the best course of action was.



THE SOLUTION:

CDP for Digital Transformation



As St. Tammany began searching for the right partner, they came across [CDP](#)—a consultancy that provides digital transformation solutions for community banks and credit unions.

The credit union was searching for solutions for its outdated file cabinet storage system. After relying on bulky cabinets for years and growing to the point that they were considering a larger location that could accommodate all of their files, the team at St. Tammany knew there had to be a more efficient and effective approach to file management than old-fashioned file drawers.

“We were looking to purchase another building because we were up against a wall,” explains Glenda Rushe, CEO of St. Tammany.

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After talking with CDP, the St. Tammany team knew they found a partner they could trust with their digital transformation. Although the credit union ultimately ended up moving to a new building anyway, it was able to prolong the process thanks to CDP.

THE RESULTS:

Fifteen years later, the St. Tammany and CDP partnership is stronger than ever.

“For us, it’s been a huge benefit,” Rushe continues. Currently, the credit union is using eSign, ePrint, Laserfiche, and eTeller.

Since joining forces with CDP, St. Tammany hasn’t looked back. Here are some of the ways the company has benefited from the partnership:

1. Paperless Operations



For starters, St. Tammany was able to significantly reduce its reliance on paper. Not only does this free up physical space through the use of digital storage, but it also helps the credit union reduce ink and postage costs and do its part to create a better planet for future generations.

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2. Business Continuity

Because St. Tammany was already using digital processes and eSign before the COVID-19 pandemic hit, it was able to keep its operations running smoothly when everyone began sheltering in place. The same can't be said for banks and credit unions that were still relying on paper-based processes.

What's more, the credit union was also able to keep operations running after a truck ran through its building. Because St. Tammany was already paperless and nearly everything was stored in the cloud, it was able to keep providing services to members without skipping too many beats.



3. Future-Proof Infrastructure

Over the years, the two businesses have grown together.

As a consultancy, CDP offers products and services they know credit unions will need to keep up with member demand and compete with larger banks and other credit unions. As such, St. Tammany gets the peace of mind of knowing that its trusted partner will recommend the best tools and technologies whenever new innovations come to market.

Thanks to its partnership with CDP, St. Tammany will always be able to stay on the cutting edge of credit union and banking technology.



4. Robust Training

Deploying new technologies can come with a slew of problems. Not everyone is a tech wizard, after all.

Following the implementation of new technology, the CDP team provided high-touch training to make sure that everyone on the credit union's team knew how to use it. The consultancy held hour-long training sessions for each department once a week, using repetition and hands-on activities to make sure everyone knew the platforms completely.

"I was very impressed with the training process," Rushe continues. "They actually held our hand the entire way and made sure we totally understood the ins and outs."

5. A Lifelong Partner



With 15 successful years on the books, St. Tammany and CDP have found lifelong partners in each other. Thanks to CDP, St. Tammany has a strategic collaborator they can turn to for help whenever it is needed.

Looking ahead, it appears as though the partnership will last for another 15 years—and likely even beyond.

"It's been a very grand experience," Rushe says. "CDP has jumped through many hoops to keep us happy. They've gone above and beyond in all aspects to make sure it was an easy transition for us. I think the process they have is pretty airtight, and I definitely recommend them."



For more information on how CDP can help accelerate your credit union's digital transformation efforts and raise your institution to the next level, [check this out.](#)