



## Case Study

# Visionary FCU Uses CDP to Accelerate Digital Transformation and Ensure Business Continuity During the Pandemic





## THE COMPANY

Visionary Federal Credit Union (FCU) is a credit union located in Bridgeville, Pennsylvania. Founded in 1960, Visionary is a member of the Credit Union Shared Branch Network and caters to those who live, work, and frequent Allegheny County. Members of the credit union enjoy higher dividends on deposits and lower rates on home and auto loans. Due to the community nature of Visionary, many members also form personal relationships with the people who work there.

## THE CHALLENGE:

# Adapting to the New Normal



Suffice it to say that businesses across all sectors were hit hard by the COVID-19 pandemic. However, credit unions had a particularly rough time adjusting to the new normal.

Having been in business for six decades, Visionary relied on several manual and paper-based processes to conduct business. Making matters worse, with everyone sheltering in place, credit unions couldn't accept walk-in appointments.

Without any customers allowed in the office, it would be very difficult, if not altogether impossible, to open new accounts, service loans, or do anything else that required members and employees to physically sign documents.

Right away, it became evident that Visionary FCU needed to accelerate its digital transformation efforts and modernize its tech stack. In doing so, it would be able to meet members' expectations and keep operations running smoothly in a challenging and unprecedented environment.





## THE SOLUTION:

# CDP for Digital Transformation

After realizing they needed to make a change, the team at Visionary spoke with other credit unions to find out how they were weathering the pandemic-related storm. During these conversations, they found out about CDP—a consultancy that helps banks and credit unions accelerate their digital transformation journeys—from a credit union that was benefiting from its services.

Shortly thereafter, the CDP team proactively reached out to Visionary to recommend eSignatures as a way to navigate this difficult business climate. After conducting due diligence and assessing CDP’s capabilities, the credit union ultimately decided that the company was best suited to help further its digital transformation initiatives.

## THE RESULTS:

# Business Continuity and a Healthy Community

The decision to partner with CDP proved to be a shrewd one for the Visionary team. After joining forces, Visionary FCU experienced a number of benefits, and it hasn't looked back since.

## 1. Business Continuity



Without CDP, Visionary would have had a hard time staying open during the pandemic. Thanks to features like electronic signatures, eTeller services, and CDP's laser check printing solution, the credit union was able to continue to meet its members' needs despite unprecedented challenges.

Not only was Visionary able to continue providing banking services to its members, but it was also able to keep employees, customers, and members of the community safe by using digital services to facilitate what typically had been done in person.

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## 2. Seamless Transition

Although the Visionary team was very interested in CDP's services, they were also worried that the transition was going to be difficult. After all, not only would they have to install new technology, but they'd also have to make sure their employees and members were able to use it proficiently in short order.

"CDP made sure everything was very smooth," Heather says. "We were a little nervous about the transition, but the training was great. Everybody, including most customers, understood the need to go digital, which made the transition that much easier."

As an added bonus, CDP provides several links to helpful resources within its login portal. In the event someone is running into an issue, they can find the information they need at their leisure.

## 3. Top-Notch Customer Support



For Heather, one of the main reasons the transition to CDP went so smoothly was because of how excellent the company's customer support team is.

"I cannot express the gratitude," Heather says. "They're amazing. Every single person we've worked with—from Nirav to Jason, Lance, Kait, Sara—has been incredible. They're not a company that doesn't answer the phone or doesn't answer your email. I never have a problem where I feel like I'm not going to get a quick answer. They're immediate."

Should issues arise in the future, Heather knows her team is in good hands.



## 4. Powerful Software

As COO, CDP helps Heather the most with electronic loan signatures, daily loan balancing, and account openings. What's more, because eSign is integrated with Laserfiche and Visionary stores all of its information in Laserfiche, it's much easier to stay on top of data and know where it is at all times.

Additionally, CDP delivered a custom daily loan balancing solution to Visionary. Now, it's much easier to manage daily and weekly vault balance sheets and maintain compliance with legal and regulatory requirements.

When daily balance sheets are imported and need to be signed, Heather and a colleague are able to sign the sheets electronically. Once that's done, the documents are automatically saved in an accounting folder.

"It's an easy way to stay on top of our finances while ensuring we're in a position to deliver more value to our members," Heather concludes.



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For more information on how your credit union can use CDP to accelerate its digital transformation efforts, [check this out.](#)