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—Patty Davis, Director of Card Services



Adhering to the simple statement *ECU beside you*, Eastman Credit Union's mission is to help their members do more than make ends meet. Founded in 1934, ECU has grown to \$4 billion in assets, 200,000 members, and 25 branches. But as a not-for-profit financial services cooperative, ECU is committed to giving back to its members. They offer affordable loans, competitive deposit rates, and a variety of low- or no-fee products and services—including access to financial education and counseling. They also pay members an Extraordinary Dividend—a yearly bonus, simply for doing business with ECU. Since beginning this extraordinary program in 1998, they've shared over \$105 million with their members.

The challenge

In her 21 years at ECU, Director of Card Services Patty Davis has seen a lot of changes in the banking landscape—some positive, some not so much. One negative she notes is the proliferation of online fraud. She and her colleagues at ECU have risen to meet the challenge, but the resources spent managing disputed, potentially fraudulent transactions are significant. Large breaches required big investments of resources, and caused a great deal of stress.

“We were getting hammered,” admits Davis, citing large-scale breaches at Wendy's, Target, Wal-Mart, and elsewhere. “In late 2015 and early 2016, we were inundated with fraud cases,” she says. “It was truly a nightmare, as we had over 3,500 cases—an increase of about 50%. We were still handling everything manually and were only completing the tasks that were member-impact or regulatory. We had a challenge that took several months and lots of overtime to get cleared.”

Put simply, ECU needed a better way to handle the administration of disputes. They turned to Centrix Solutions.

The solution

- Centrix Dispute Tracking System (CentrixDTS™)

The results

Moving from their traditional, manual dispute resolution process to CentrixDTS's automated system in June of 2016 has made a huge impact in time savings at ECU.

"We were doing all our dispute resolution manually," says Davis, "and the volume was getting overwhelming." At a conference, a colleague introduced her to CentrixDTS. Davis was sold from the start—even before reaching out to Centrix for a demo. And for good reason; Centrix's full-featured dispute management system has significantly cut the time it takes Davis's team to handle disputes. "A basic fraud case," she says, "takes maybe ten minutes now. It's so simple and very user-friendly—and I think we're getting even faster as we get more familiar."

Saving time and money

With a paperless dispute-taking process, and the automation of letter generation and provisional credits—as well as other features—CentrixDTS is a proven time-saver for ECU's fraud dispute specialists. Now, overtime and stress are minimal—and workers whose days were taken up entirely by dispute management now have the ability to handle other important tasks.

Easy to use—and getting easier

Davis, a self-proclaimed fan of the product, relates the ease with which ECU rolled the product out to their 25 branches. "We had a smooth implementation with minimal problems for our staff."

And this ease-of-use makes it easier for ECU to be flexible with staffing. On the rare occasion that time off or a large breach makes it necessary to pull additional staff into dispute tracking, cross-training workers on CentrixDTS takes very little time.

"And," Davis says, "Centrix is constantly improving it. They really listen to our feedback; just in our short time with them—less than two years—we've seen changes based on what we've told them."

It's all about the members

CentrixDTS is making an impact beyond simplifying back-office processes. Customer experience is also greatly improved. Traditional, pen-and-paper dispute-taking by frontline employees was a longer process. Centrix's solution is more streamlined, leaves less room for error, provides an easy audit trail—and resolves disputes much more quickly.

"We really want to turn these disputes around as fast as we can," says Davis. "Young adults and college students—they get hit once for just one or two hundred dollars, and

they're wiped out. They're stuck until we can get everything processed. Before, it was a manual effort to get credits posted every day. But now, if we find out about an incident at 9:00 a.m., by noon that case is closed."

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Davis praises both Centrix and her hardworking staff for their responsiveness to the issue of fraud. Being able to help members when fraud rears its head and to contribute positively to communities is key to ECU's mission—and it's especially crucial in a landscape where fraud seems to be growing, rather than going away. "When I started over twenty years ago, everyone used checks; card fraud wasn't an issue," says Davis. "Now we're doing millions of outside transactions—fraud is a very small percentage of that, but it happens."

Luckily, Patty Davis and her team at Eastman Credit Union are ready and able to respond to the fallout created by fraudsters—and, with the help of CentrixDTS—they can handle it.

Benefits summary

CentrixDTS helps Eastman Credit Union:

- Take disputes quickly through a paperless interface, reducing errors and saving time
- Improve member experience by reducing the time it takes to resolve disputes
- Reduce costs, including overtime pay and additional staffing, that were previously needed to process disputes following large breaches

Centrix Solutions, a Q2 company, provides financial institutions with innovative products and services to detect fraud, manage risk, and ensure compliance.

For over 10 years, Q2 and Centrix Solutions have shared in Q2's mission to strengthen communities by strengthening their financial institutions. By combining the Q2 Platform with Centrix's time- and money-saving solutions, FIs are ensured a better, more secure, and more efficient experience—helping them compete to win in an always-connected world.

For more information, email centrixinfo@q2ebanking.com or call (531) 289-2400.