

# Customer Success

## Credit Union

SERsynergy™ & ELECTRONIC  
SIGNATURE SOLUTION



*LAFCU has been a fixture in Lansing, MI and surrounding communities for more than sixty years. They have fifty-thousand members serviced by four state-of-the-art branches strategically located throughout Greater Lansing.*

***Branch offices can now complete business transactions without delay or involvement of the main office.***

SERsynergy is a trademark of SER Solutions, Inc., Dulles, VA.

### The Client

At Lansing Automakers Federal Credit Union (LAFCU), giving members the best possible service is more than just a company goal – it's the foundation. LAFCU fulfills its purpose to achieve the maximum in service, not the maximum in profit, by providing a personal commitment to members and their financial needs.

### The Challenge

Although LAFCU's Chief Information Officer positioned the credit union with an infrastructure to support electronic member services, a majority of their information was either on paper or in an electronic format not easily searched by staff. Service was often deterred by having to manually create, retrieve and archive paper documents, reducing staff productivity. Misfiled or lost documents, as well as having files stored in several types of storage media, reduced average response time to unacceptable levels. LAFCU's challenge was to improve the level of services by managing all its information in a more efficient and cost-effective manner.

### The Solution

CSC's Michigan Division installed an image and electronic report archiving system called SERsynergy™. This system includes the SER Reports Manager and SER Document Manager. Following the installation of the system, LAFCU had all active and closed member signature cards digitally scanned for online retrieval. In addition to converting approximately 69,000 signature cards, over 85 electronic reports were setup for daily, weekly and monthly archiving from their main business system. All documents stored electronically are available in a common search environment, linked by a common value and delivered simultaneously to users. During installation, LAFCU's main line of business platform created a challenge for connectivity with the SER Software. The VuCom Technical department successfully solved this problem by building new interfaces to match current business processes.

In addition to the SER software, a CSC designed E-Signature system was installed to help automate LAFCU's loan processing. It allows LAFCU lenders to build loan applications electronically and obtain member authorization through an electronic signature pad. The completed electronic document is then sent to the SER Document Manager repository for later retrieval by account number, loan number, loan type, date, amount or member name.

### The Result

The solution was implemented in phases beginning in the spring of 2001. LAFCU has experienced an increase in staff efficiency, a higher level of member service and an overall reduction in costs associated with the handling of paper documents. The credit union's branch offices can now complete business transactions, including historical document research, without delay and/or involvement of the main office. E-Signature for the Lending Department has completely automated the loan process – eliminating paper printing and filing. Members can now receive loan proceeds in less than half the time. CSC and LAFCU continue to work together to automate other business processes to achieve even higher levels of efficiency.

**The CSC Group**  
Improving Your Information Assets.