

# Credit Union Reduces Member Delinquencies by 23% with Intelligent Email based on Channel Preference

*“Nobody touches our members or impacts the profitability of my organization more than LiveVox. It’s low cost, highly effective, easy to use, and lets me focus on teaching my staff how to run the business. So many of our members are world travelers, and now we can reach them where ever they are.”*

— Anthony Warden, Vice President, Loan Resolutions at TDECU



**23%**  
Member Delinquency



## PROBLEM

To meet evolving customer demands, TDECU needed to incorporate email into their engagement strategies. Doing so with a 3rd-party email application required heavy integration investments across voice, CRM, and reporting applications. Failure to do so would result in the inability to manage channel preference and create disconnected customer experiences



## SOLUTION

LiveVox’s customer engagement platform includes integrated multichannel. From a single desktop, contact center managers can easily configure blended multichannel workflows based on channel preference on-the-fly and view insight into customer journey analytics with minimal reliance on IT. Agents also have the ability to send emails while engaging with a customer.



## SUCCESS

With LiveVox’s engagement platform, TDECU was able to offer their customers customized engagement based on their channel preference, resulting in a 40% click-rate and 23% decrease in overall member delinquency, and improved customer experience.

## CLIENT BACKGROUND

Texas Dow Employee Credit Union (TDECU) is the largest credit union in Houston, and the 4th largest credit union in Texas with over 260,000 members.