

GLORY



Innovative technology for improved customer service

Sutherland Credit Union, Australia



The
Shire
...LOCAL BANKING



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Kay Warland, Branch Manager,
The Shire Local Banking, Sydney

ABOUT SUTHERLAND

Sutherland Credit Union, whose branches trade locally as the Shire local banking, operate four branches across the south Sydney area. Sutherland Credit Union is a financial co-operative, democratically run and owned by its 10,500 members.

Committed to acting in the best financial interests of its members, any profit that Sutherland makes is returned to them through improved rates and reduced fees across its growing product range.

A model created by Sutherland's CEO Shawn Griffiths and his team, the Union is a cornerstone of the communities that it serves. As such Sutherland has built a solid business and a glowing reputation amongst locals which ultimately ensures its long-term stability.



THE CHALLENGE

Sutherland was looking to refurbish its beachside Cronulla branch with the aim of realising a number of tangible customer service improvements whilst boosting operational efficiency.

Lacking the capability to process cash transactions, Sutherland's primary objective was to ensure that its member's cash needs were serviced fully. Moreover, this had to be achieved with a limited cash infrastructure, within a limited branch footprint, and in such a way that did not detract from Sutherland's community banking ethos.

Although cash attracts customers to the branch and provides opportunities for deepening customer engagement, Sutherland were conscious to ensure that the way it is processed does not detract from the advice based culture provided by its staff.

In-keeping with Sutherland's customer promise of fairer rates and fees, decreasing operational expense through more efficient working practices took on an added salience.

“Our goal was creating a relaxed open plan atmosphere which directly reflects the community we serve.”

David Clulow, Executive Manager
Customers and Community,
The Shire Local Banking, Sydney



THE SOLUTION

Sutherland strongly values its community status, and as such the redesign took inspiration from the branch's immediate surroundings, by adopting a surf theme throughout.

Featuring a customer advice 'beach area', beach themed home loan posters, surfboard displays and a combi-van, the branch achieved its goal of creating a relaxed open plan atmosphere which directly reflects the community that it serves. The addition of a street sign outside the branch displaying surf conditions at the local beach has proven to be a big talking point for locals.

To achieve this playful new branch format, Glory's Vertera™ 6G teller cash recycler (TCR) solution was instrumental.

Traditionally, security glass teller windows have limited the possibilities of branch design, however, in adopting Glory teller automation Sutherland were able to secure their cash and open up valuable floor space. As a result the credit union is now poised to increase customer engagement whilst maintaining tight control of their operating costs.

As well as providing proven technology, Glory's experience, expertise and know-how, helped to deliver a comprehensive solution, which minimised disruption. Initiating swift installation and training of staff without previous cash handling experience, the whole project was delivered on budget within a number of weeks.



THE RIGHT PARTNER

As a result of the branch refurbishment and TCR adoption, Sutherland managed to attract many new current account customers within the first two weeks of opening. Customers remarked that they were impressed with the re-design and that the introduction of cash transaction facilities was a key motivator behind their decision to join the union.

Sutherland also witnessed a strong increase in counter transactions, which grew by 28% in the first full month of opening. This not only demonstrates that cash remains strongly in demand, but equally, how effective the TCR is in delivering cash handling efficiency.

Customer retention has improved since deployment. Glory's TCR enabled Sutherland to keep hold of members who, although happy with the Union's range of services, saw a previous inability to offer cash as a difficult compromise. Reflective of their delight at Sutherland's decision to adopt Glory solutions, members have given the TCR a name 'Wanda', which they now call the unit when they deposit their cash.

Tellers' affection for the Vertera 6G mirrors that of Sutherland's members. Staff remarked that the time saved during and at the end of day balancing has improved their job satisfaction significantly. Moreover, when the Vertera 6G was first introduced they quickly became assimilated with it thanks to a combination of training from Glory and the solutions' easy-to-use interface.



VERTERA 6G TELLER CASH RECYCLER

The Vertera 6G teller cash recycler from Glory delivers a simple, flexible, comprehensive and integrated solution that addresses the real needs of customers and staff. Offering a unique combination of powerful features to transform customer relationships and drive profitable branch operations, the Vertera 6G represents a significant evolution in teller automation technology.

Vertera 6G is the latest in a long history of teller cash recyclers from Glory. Over the decades, our solutions have become smaller, faster, more intelligent, more flexible, more connected, and ever-more capable of meeting our clients' cash handling needs.

Glory's experience, expertise and complete support provision deliver a comprehensive, integrated, enterprise-wide solution to address many of the most pressing demands of the modern bank branch and their customers.



THE BENEFITS FOR SUTHERLAND CREDIT UNION

World experts in the management of cash, Glory work in partnership with their customers to identify their exact needs, establishing a framework of technology and process change that has a profound effect on business results. This framework delivers a proven return on investment and sees new levels of customer engagement, fully supported by vital business intelligence to enhance profitability.

Today, Glory's technology and solutions are the catalyst to enabling completely new branch layouts and designs, creating relaxed environments where improved customer service and interaction leads to increased revenues.

Working from more than 20 countries, over 2,500 professionals and specialists deploy knowledge, skills, resources and technology, to ensure that cash moves seamlessly throughout operations, significantly reducing cost while transforming staff productivity. Further business development and support through our network of 350 business partners delivers local expertise and understanding worldwide.



“Our Solutions are the catalyst to enabling completely new branch layouts and designs, creating relaxed environments with improved customer interaction.”

**Andrew Hill, Account Manager,
Glory Global Solutions**

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