

GLORY



## Improved branch sales performance and member experience

Purdue Federal Credit Union, USA





# ABOUT PURDUE FEDERAL CREDIT UNION

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Heather Nally, VP Sales and Services,  
Purdue Federal Credit Union

Headquartered in West Lafayette, Ind., Purdue Federal Credit Union (Purdue Federal) was founded on the Purdue University campus in 1969 by a group of Purdue employees. In December 2010, Purdue Federal acquired Members United Federal Credit Union through a merger. At the time of merger, the credit union changed its name to Purdue Federal, after several previous name changes, to better reflect its membership base, which includes students, faculty and staff, and communities where Purdue University and its regional campuses operate.

And today, Purdue Federal remains strong because it has stayed true to its original purpose – people helping people. Purdue Federal has earned the honour as Best Financial Institution, Best Checking Account and Best Mortgage Lender in Lafayette-West Lafayette as voted by Journal & Courier readers continually since 2009.

# THE CHALLENGE

**Purdue Federal Credit Union is a member-owned financial cooperative with more than 66,000 members nationwide and assets exceeding \$900 million, which includes students, faculty and staff, and communities where Purdue University and its regional campuses operate.**

While Purdue Federal was in the process of creating their first “branch of the future”, they noticed a shift with monetary transactions decreasing and more member consultations increasing. Purdue Federal needed to redesign their branches to account for this shift. It was important to eliminate the physical barriers with a teller line and instead focus on a lobby with increased personal member relationships to help secure new accounts, loans and other sales.

Purdue Federal placed dialogue pods in the lobby instead of a teller line. They soon realised in order to continue to conduct cash transactions while also allowing additional team members to be on the floor as needed to help members, they needed additional security. As a result, Purdue Federal determined they needed to install cash recyclers in all of its branches.

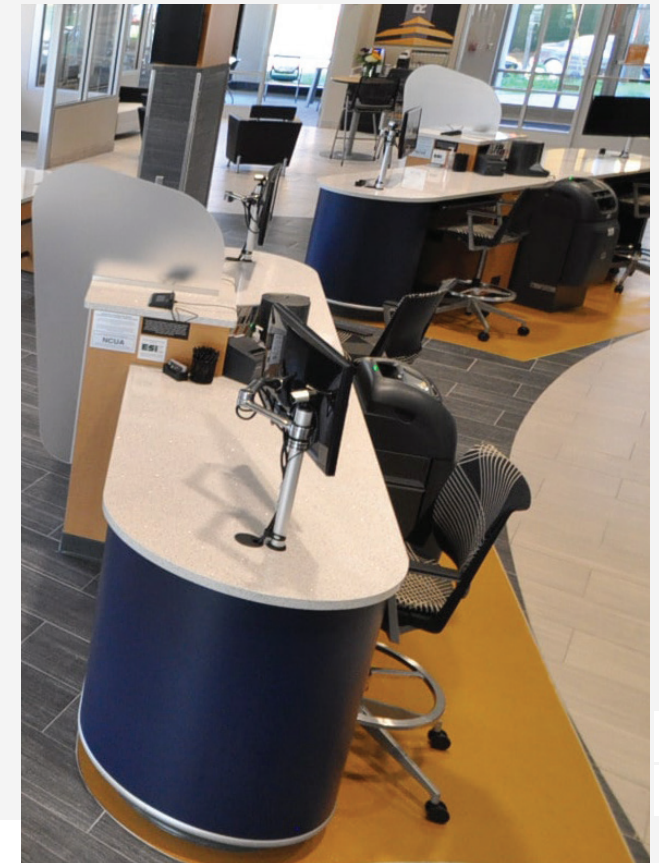
**Purdue Federal was seeking a secure solution that would:**

- Allow its staff the mobility to be customer facing
- Reduce cash handling costs
- Reduce teller turnover due to balancing issues
- Decrease time for end-of-day balancing and overtime costs
- Improve branch sales performance
- Minimise operative risk
- Improve teller productivity

# THE SOLUTION

**After Purdue Federal decided they needed to implement cash recyclers, they conducted their own internal research on brands and manufacturers in the industry. In addition, they spoke with other credit unions that had already implemented recyclers to learn about their experiences before and after installation.**

As a result of this research, Purdue Federal quickly and easily chose Glory based on its high quality products, responsiveness, customer service and attention to detail. Glory was able to show Purdue Federal all its products onsite in Lisle, IL, and as a result, Purdue purchased and implemented six Vertera™ 6G teller cash recyclers (TCRs). These recyclers will be installed as branches are renovated to include the new consultative concept.



# 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 PURDUE FEDERAL CREDIT UNION

**“Our branches have seen immediate results since implementing Glory’s cash recyclers. In only six months, we have seen improved focus on the member and to member service, while also increasing employee morale, security and branch sales performance. Working with Glory has been a game changer for us and has improved our member experience.”**

Heather Nally, VP Sales and Service,  
Purdue Federal Credit Union

**The Vertera 6G TCR created measurable results for Purdue Federal in only six months:**

- Empowered Purdue Federal to immediately start training its team on new branch layout without any barriers
- Increased security and reduced worry because of less cash handling and balancing
- End of day balancing time was reduced by 66%
- Improved productivity and eliminated waiting times for members by keeping a full team of consultants on the floor that could help with any transactions or questions
- Eliminated idle cash by allowing cash reserves to earn profit for Purdue Federal instead of just sitting in a vault
- 80% reduction in vault audit and balancing time
- 75% reduction in cash orders
- Took less time to balance or run a transaction
- Increased employee morale
- Improved member service and shorter wait times for Purdue Federal members in branches with Glory’s Vertera 6G TCR



PURE

COMMUNITY

MEMBERSHIP PERKS

CONVENIENT

Member-owned

FEDERAL CREDIT UNION

RECHARGE



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