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NCUA Media Advisory

NCUA / CUNA Tech Council Webinar Will Help Credit Unions Improve Online Services

Webinar Scheduled for May 5 at 2 p.m. EDT

April 7, 2010, Alexandria, Va. – The National Credit Union Administration and the CUNA Technology Council will co-host a webinar on May 5 to help credit unions improve online services by featuring best practices in member technology solutions.

Scheduled to run from 2:00-3:30 p.m. EDT, the webinar will offer cutting-edge ideas for credit unions to better serve existing members and to attract new members – especially young, tech-savvy consumers.

“Expanding online services will appeal to a new generation of consumers who want to pay bills online and check balances from their *iPhones*,” suggested NCUA Chairman Debbie Matz. “This webinar will help credit unions meet the needs of consumers who want a financial institution that’s always open, everywhere, electronically.”

Yet currently, Matz pointed out, “credit unions lag behind their peers in the financial industry in offering certain electronic services – especially portfolio management and mobile banking.”

For this reason, the webinar will be divided into two main topic areas: best practices and areas that need improvement.

“Technology Council representatives will present examples and case studies to support each area,” explained CUNA Councils Vice President David Rohn. “First will be an overview of where credit unions are doing well: collaboration, remote deposit capture, channel normalization, image capture and settlement. Second we’ll look at some services

and emerging areas that credit unions will need to focus upon in order to stay competitive: personal financial management, mobile banking, user interface, and social media.”

“Credit unions that do provide these services have significantly higher consumer satisfaction ratings than other institutions offering similar services,” Matz concluded. “We hope that as a result of this webinar, more credit unions will have the electronic tools they need to satisfy their members and potential members.”

Registration is available at

<http://event.on24.com/r.htm?e=204556&s=1&k=7A82C5EAC0A8C1698E07ABBBE0111C48>

or www.cunatechnologycouncil.org.

NCUA is the independent federal agency that regulates, charters and supervises federal credit unions. With the backing of the full faith and credit of the U.S. government, NCUA operates and manages the National Credit Union Share Insurance Fund, insuring the deposits of over 90 million account holders in all federal credit unions and the overwhelming majority of state-chartered credit unions.

The CUNA Technology Council, established in 1995, is a member-led organization made up of more than 500 credit union technology experts across the United States. The Council’s goal is to shape the advancement of credit union technology by leveraging collective peer strength through the sharing of information and fostering of professional development. The CUNA Technology Council is one of the six organizations that make up the CUNA Councils, a network of more than 4,700 credit union professionals. For more information, visit www.cunatechnologycouncil.org or www.cunacouncils.org.

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