

# CASE STUDY

## CALIFORNIA CREDIT UNION

**AUTOPILOT**<sup>®</sup>

AN INNOVATION OF **SWBC**<sup>®</sup>

California Credit Union was founded in 1933 by educators, for educators. Originally formed by Georgia Parsons and ten other teachers and administrators as the Los Angeles Teachers Credit Union, it has since grown to one of the largest credit unions in Southern California, with more than 85,000 members and nearly \$1.3 billion in assets.

Providing a comprehensive set of solutions and services to their members throughout Los Angeles County, California Credit Union prides itself on returning earnings to its members through reduced loan interest rates, lower fees, and higher savings yields.

### THE CHALLENGE

California Credit Union was a unique client for SWBC, as they were already outsourcing their collections to another vendor. Since they had already experienced an implementation process, they were familiar with the procedure, and did not face many of the challenges that new outsourced collections clients often experience. Although they were not experiencing many of these challenges such as inefficient operations, high repossession levels, or the need to increase their collections staff, they were feeling the greatest impact in the overall cost of their service provider.

### AUTOPILOT: A BETTER SOLUTION

Marvel Ford, FVP and Risk Management Officer for California Credit Union, had a long-standing relationship with SWBC's Southern California Account Vice President, Mark Damon. Through this relationship, she received demonstrations for multiple SWBC products. SWBC's investment in their own infrastructure and technologies was evident throughout the multiple tours of their facilities. After touring SWBC's corporate office and the two state-of-the-art call centers, which included an abundance of resources and staffing, it was an easy choice to convert to SWBC.

## Partner Profile

### CALIFORNIA CREDIT UNION

85,000 members

13 branches

\$1.3 billion in assets

### OBJECTIVES

- Reduce the expense of current outsourced collections provider
- Increase level of production
- Increase overall efficiency

### SUCCESS

- Reduced delinquency by 35% in first 12 months
- Significant reduction in overall expenses

California Credit Union experienced an immediate impact to their bottom line from switching service providers to AutoPilot. **“The immediate impact from changing companies was felt in the bottom line as our overall expenses dropped drastically due to SWBC’s fair and aggressive pricing system,”** said Ford.



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“We are able to analyze the trend of delinquencies of each of our products by creating a specific work list, queues, and reports that we can generate from the AutoPilot software. If one product needs more attention, we are able to change the parameters and focus on those specific products within seconds.”

**Marvel Ford**

**FIRST VICE PRESIDENT AND RISK MANAGEMENT OFFICER, CALIFORNIA CREDIT UNION**

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**THE RESULTS**

After successfully converting to AutoPilot—implementing in only 30 days—in June 2013, California Credit Union experienced a 35% reduction in overall delinquency in the first 12 months of using the service. AutoPilot’s advanced technology, highly trained staff, and overall functionality has given California Credit Union a substantial strategic advantage.

The reporting functions, queue controls, and parameter tools available through AutoPilot’s robust tool have also been effective in their successful management of delinquency and quality control.

Additionally, the leadership team at California Credit Union has gained significant peace of mind knowing that AutoPilot’s outsourced collections service is focused on helping them stay compliant. All collectors are FDCPA-certified and adhere to all rules and regulations of Consumer Financial Protection Bureau (CFPB), Telephone Consumer Protection Act (TCPA), and the Fair Debt Collection Practices Act (FDCPA).

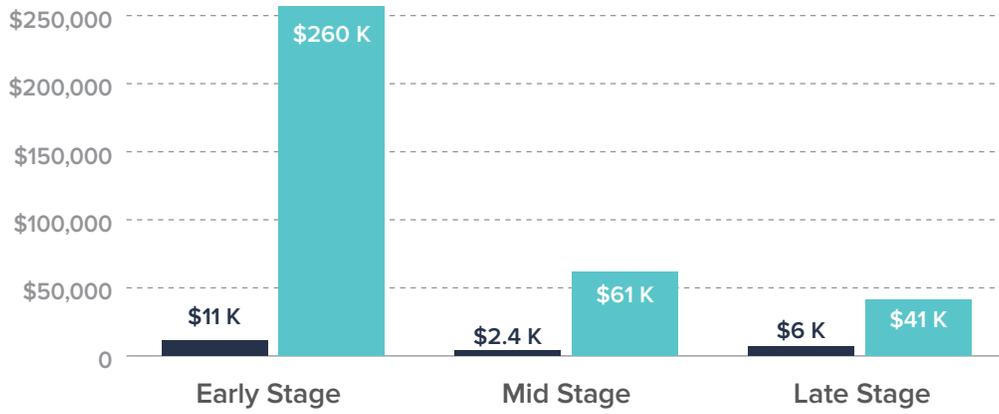
With any new partnership, customer service is of the utmost importance when it comes to a smooth and seamless transition. SWBC’s AutoPilot Support Team is dedicated to the success of their financial institution clients and is committed to providing excellent service and support. California Credit Union experienced—and continues to experience—a superior level of support from the SWBC team. “The support staff is professional and helpful and all issues are resolved in a timely manner. We have even contacted the AutoPilot manager on many occasions via email and phone, and all responses were returned promptly,” said Ford.

Recognizing how robust AutoPilot is and the multiple ways that it can streamline their operations, California Credit Union is looking forward to utilizing the other features included in the full suite of services and software. “We are looking forward to using AutoPilot to its fullest potential.”

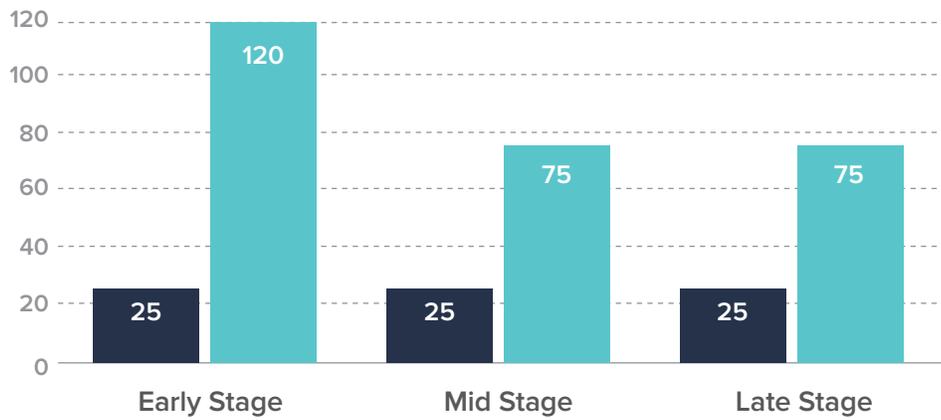
TO LEARN MORE ABOUT  
AUTOPILOT’S OUTSOURCED  
COLLECTIONS SERVICE, CONTACT  
YOUR SWBC REPRESENTATIVE, OR  
CALL **866-316-1162** TODAY!

# Comparative Analysis

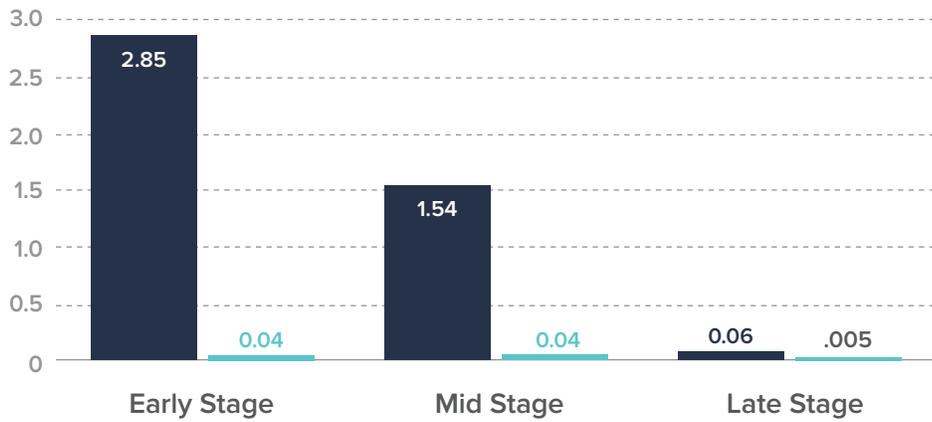
**AVERAGE DOLLARS COLLECTED PER MONTH**



**AVERAGE CALL ATTEMPTS PER HOUR**



**COST TO COLLECT**



California CU
  SWBC



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