



# Case Study

## 360 Degree Training Needed

### Client

Community 1st serves members at 17 branches in over 57 Iowa counties and eight counties in Missouri.

### The Challenge

The Collection Manager recognized that credit union training was centered on system training, not encompassing needed skills for the collection department.

### The Solution

Researching outside collection specific training led to enrollment in CU Recovery's Collection Academy followed by CUR's 1-day in house staff training.

### Measurable Results

The combination of the two programs produced immediate performance results by increasing collector skill sets through foundational training.

### Benefits Realized

Over 11 years Community 1<sup>st</sup> has used all 4 types of training available through CU Recovery. New hires without collection experience benefit from the online training courses by getting familiar with techniques before starting to make calls. 1-day in house training is effective in energizing staff to higher levels of effectiveness, learning about different methods and how peer credit unions are handling situations.

The 4-day consultative course has been used to bounce ideas off an objective, professional 3<sup>rd</sup> party, taking a closer look at each collector's job and how it fits and functions within the Community 1st culture. The CU Recovery Collection Academy is a key part of a staff rewards, based on performance, on a rotating basis. The Academy is unequaled in peer to peer networking opportunities, solid educational sessions and activities.

### Client Feedback

The growth and development of collection department skills is as good as the training available. "Over the past 11 years we have refined the skills learned from CU Recovery to successfully work within the Community 1<sup>st</sup> culture."

### Results Snapshot

#### Community 1<sup>st</sup> Credit Union

- > **Headquarters:** Ottumwa, IA
- > **Members:** 58,229
- > **Assets:** \$709 million
- > **Challenge:** Bring the collection staff to a new level of effectiveness through training.
- > **Solution:** Use CU Recovery's platform of 4 different types of training to revitalize the department and develop new skills.
- > **Results:** Substantial increase in collections with decreasing delinquency ratios.