



GEORGIA'S OWN  
CREDIT UNION

# Georgia's Own Credit Union Capitalizes on Data Intelligence to Radically Improve Member Satisfaction

## Background

For more than 80 years, Georgia's Own Credit Union has provided long-term value for 187,000 members while serving its local community of Greater Atlanta. Georgia's Own Credit Union offers a wide variety of financial services including personal banking, individual investment options and wealth management and manages more than more \$2.3 billion in assets.

## Challenge

Georgia's Own Credit Union's IT team is responsible for managing the data related to each member's account. This small group interacts with business analysts in various departments, such as Lending and Marketing to provide accurate information related to Operations and Account Reconciliation. IT needs to run hundreds of data processes – or health checks – on incoming data, account services and member interactions to make sure everything aligns in the core banking system. The challenge lies in how quickly the information may be acted upon and in uncovering any exceptions that require editing.

One of the more critical tasks is to spot discrepancies between large data files from their ATM vendor with records in the bank's core system, according to Thomas Stratton, an Information Architect at Georgia's Own Credit Union *"Our goal is to find and resolve any issues in our members' accounts and to ensure a positive member banking experience,"* Stratton said. *"However, it takes the intensive focus of an analyst – upwards of four to six hours daily on top of normal work tasks – to complete this manual data entry and manipulation."*

## Solution

The IT team sought a solution that could automate these manual processes, improve the speed in which data reconciliation took place and increase the overall accuracy of reporting. Beginning with the ATM and account data reconciliation process about two years ago, Datawatch Monarch applies intelligent data processing to complex text reports, spreadsheets

and databases. Rather than having an individual business analyst spend hours each day manually loading large files into an SQL Server Database, running logic on it and comparing it with the information in the core banking system, Datawatch Monarch can complete the task in mere minutes.

*"By my estimate, we're saving 160-200 hours of man power each month by automating these previously manual processes. By quickly matching and comparing data from the two separate databases, we can determine where there are exceptions, allowing our Operations team to quickly process and solve any issues before our members are impacted,"* Stratton added.

## Results

In addition to the core data intelligence processing of member transactions, Stratton and the IT team use Datawatch Monarch to handle and automate hundreds of other data processes, resulting in greater departmental efficiencies across the credit union.

Another example is in processing and reconciling monthly member statements, which requires that hundreds of thousands of statement images be correctly delivered to members and electronically stored in the banking systems so that information is available for legal, accounting and member service purposes. The IT team must verify that all the information is loaded properly – a process that used to take upwards of five days and can now be done within 20 minutes.

*"If we send out 100,000 statements to be made available for members via eStatements, print or mail and we only get back 78,000, we know there is a discrepancy. With Datawatch's data intelligence platform, we are able to proactively determine which statements were not processed and correct it in a timely manner. We are improving the overall member experience by resolving any issues within hours rather than days. Datawatch Monarch provides a direct service improvement for our members and our staff,"* Stratton said.

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**Thomas Stratton, Information Architect,**  
Georgia's Own Credit Union.

## GEORGIA'S OWN CREDIT UNION

With offices across the Greater Atlanta area, Georgia's Own Credit Union serves more than 187,000 members and offers a wide variety of financial services including personal banking, individual investment options and wealth management.

## CHALLENGE

Georgia's Own Credit Union's data analyst teams spent hours processing and manually manipulating data to ensure that different vendor reports coincide with the core banking system information.

## SOLUTION

With Datawatch's data intelligence platform, Georgia's Own Credit Union is able to automate information processes and member account reconciliation to ensure that all the member information is correctly captured in its core banking system.

## RESULTS

Georgia's Own Credit Union is saving 160-200 man-hours month by automating previously manual processes and is directly improving the member's experience.

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