

Case Study

Numerica Credit Union Pioneers Voice Banking with Alogent Digital



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Introduction

Numerica Credit Union (\$2.3 billion in assets) of Spokane Valley, Washington, a longtime user of the Alogent Digital unified mobile and digital banking platform, became one of the first financial institutions in the United States to develop and bring Amazon Alexa's voice banking to market.

The tech-forward credit union elected to offer a voice channel to make it easier for members to access and interact with their money, supporting the FI's overall goals: to enhance the lives of their members, helping them to fulfill their dreams and build the communities served.



Challenge & Opportunity

As the financial technology race continues to accelerate, traditional banking institutions are increasingly forced to stay ahead or be quickly left behind. Especially true with credit unions and the stereotype that they cannot keep up with larger banks, Numerica decided that they were not going to take a 'wait and see' approach. Instead, the tech-forward credit union became a pioneer in the space, beating larger competitors to market and making a statement that credit unions, and specifically Numerica, were innovative and forward-thinking.



Solution

As a proponent for innovation and new ideas, KayCee Murray, SVP Information Technology, was focused on staying ahead of the competition, while delivering new and engaging capabilities for their members. This project began with an overall goal of offering a new way for members to access their money. The Alexa skill was just the first step, as Numerica looked again to assert itself as a frontrunner among technology-focused community institutions.

Discontent to wait for others to offer the solution, Murray's team recognized the need to act quickly. Working closely with Alogent, as well as a third-party

consultancy and software development firm, Numerica shared key requirements to the capabilities it desired, to which the third-party then developed.

Murray, ever eager to optimize the member experience, wanted to go a step further to streamline and secure the onboarding process. "We wanted our members to be able to access the Alexa skill using their digital banking username and password, rather than having a separate set of credentials," she explained. "The overriding goal was to allow members to use their digital banking credentials for more than just digital banking, without exposing the information."



Throughout the process, Numerica carefully approached the development of each of the functions as they related to the user experience. Although the “cool factor” was important, Murray confirmed that usability and efficiency were key.

While Numerica’s IT team and external technology partner collaborated closely on the development and testing aspects of the project, Alogent worked closely throughout to create a flexible, forward-thinking authentication method that Murray describes as “a solution that was scalable, easy to maintain, and achieved our goal.”

Usability and efficiency are key.

Alogent designed a solution that was scalable, easy to maintain, and achieved our goal.

*KayCee Murray
SVP Information Technology, Numerica*



Results

Following nine months of development and testing, Numerica made the fully functioning Alexa voice banking capability available to their digital banking users.

Thanks to the flexibility of Alogent Digital and the Alogent Professional Services Team, Numerica members can now easily and intuitively use the same digital banking login to activate the Alexa voice banking skill, enabling access to voice command features for:

- Current account balances
- Account funds transfers and loan payments
- Replacement and cancellation of lost credit or debit cards
- Information on existing shares, loans and promotions
- Account activity history

“I appreciate how Alogent has partnered with us so closely over the years. When I bring new ideas to Alogent, such as integration with an Alexa skill, they work with me to create a solution that works for everyone,” said Murray, reflecting on Alogent’s dedication to flexibility and the success of its customers.



Even as a pioneering credit union intent to maintain its reputation of digital leadership, Murray understands the necessity of agility. Adoption of these new capabilities is slow today, although Numerica attributes much of this to education and voice banking still being a niche market.

While speaking to lessons learned over the course of the project, Murray cautioned against moving too quickly, saying, “Be patient – when you’re working with new technologies and building new solutions you often run into speedbumps along the way.”

Looking ahead, Numerica now has a powerful authentication solution that, in keeping with Alogent’s best practices philosophy, is flexible and fully scalable to support future integrations with third-party applications.

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KayCee Murray
SVP Information Technology, Numerica



About Alogent

Alogent provides proven, end-to-end payment processing, content management, digital banking, and loan origination technologies to financial institutions, currently including over 2,400 credit unions, community and regional banks, and some of the largest national and international institutions. Our solutions are versatile, scalable, user-friendly, and exceptionally stable. Because of our relentless focus on innovation, our clients consistently exceed their productivity, financial, and customer experience goals. Learn more about Alogent at www.alogent.com.

