

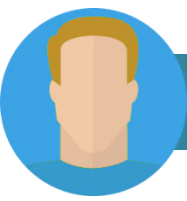


## First Tech Federal Credit Union Steps Up In Technology, Engages Members Using Novigo's Innovative Solutions.

**Novigo Solutions implemented a web content management system leading to greater efficiency in day-to-day operations, enriching customer experience and stronger sales/marketing activities for First Tech Federal Credit Union.**

Customer experience is one of the most crucial metrics that determines the success of an organization. It is important to constantly remind yourself that your competitors are just a click away. In today's world, merely satisfying your customers is not enough to earn their loyalty. Your customers need to experience service that compels them to provide repeat businesses.

Novigo Solutions prides itself over understanding the factors that drive customer evolution. Our industry experts work together with our technical specialists to plan, deliver and execute solutions that bring out positive changes in short spans of time. We provide end-to-end innovative solutions which when implemented improve workforce collaboration; increases brand recognition and enrich customer experience.



## Challenges Faced in the Credit Union Industry

- ▶ Falling behind on technology and losing customers to more technologically advanced Banks
- ▶ Lack of a strong social media presence creating a huge gap between millennial prospects and the credit unions
- ▶ Absence of mobile footprint and presence is a leading cause of decline in loyalty and subsequently, disengaged members
- ▶ Declining retention of website traffic
- ▶ Decreased coordination within the union resulting in longer time to bring products to the market, longer sales cycle and stunted revenue growth
- ▶ Inconvenience in locating branches, ATM and other service centers
- ▶ Difficulty in the marketing and sales of new products to new and existing customers



## Novigo Approach and Solutions Implemented

Novigo Consultants travelled to FTF offices, analyzed the internal processes and suggested Salesforce with customization as the best platform to base their Content Management System on

Novigo's Enterprise Content Management System integrated with Salesforce CRM

Novigo's Responsive Web and Mobile Designing Solutions built on Salesforce site.com

Novigo's Banking Specific Modules built on Salesforce force.com

Centralized data storage with Salesforce Cloud

Leveraging of SMAC practices, a customer-centric concept, along with Agile Methodologies were made use of to bring about operational excellence and come closer to the customer with minimal overhead and maximum outreach

Novigo provided data of increased user adaptability after moving to the new CMS

**"THE FINANCIAL BRAND", A LEADING FINANCE PUBLICATION IN THE US HAS FEATURED OUR WORK IN THE TOP 3 MOST INSPIRATIONAL AND RESPONSIVE WEB DESIGNS**

[VIEW](#)



## Value Additions



Increased Online Collaboration and bridged the gap between Product, IT, Marketing and Sales departments leading to faster Time-To-Market of products, decreased disruption and cost/risk mitigation



Improved website functions and designs with responsive templates, user-friendly product navigation and branch locator module leading to increased visitor engagement and retention



Boosted unique website hits to quarter of a million, well ahead of its competitors and bringing it into the top 5 in California



Implemented business analytics internally and integrated with the marketing automation system built on Salesforce greatly improving the sales/marketing operations



Implementation of knowledge base and credit card calculator modules greatly boosting the value proposition of the products also helping in the retention and subsequent conversion of website/campus visitors



Implemented "Advanced Location Search" Module that helped website visitors accurately pin-point the nearest ATM, branches and service centers relative to their current location. It also depicts nature, services offered at the particular branch and timings of operation



Mitigated the costs of creating, managing and storing information by integration of content management system with Salesforce Cloud Storage which also provided for a centralized storage supporting First Tech's 380,000+ members



Aligned our technology solutions with the business strategy at First Tech Federal Credit Union



Increased user adaptability

**WATCH A VIDEO BY SALESFORCE.COM FEATURING THE WORK DONE BY THE TEAM AT NOVIGO SOLUTIONS FOR FIRST TECH FEDERAL CREDIT UNION.**

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## Technology Specifications



Salesforce

ASP.net



ASP .NET MVC



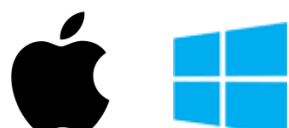
SQL Server 2012

**Browser support includes:**



Firefox (1.5+), Internet Explorer (9.0 onwards), and Google Chrome. Theoretically at least, any modern browser that supports JavaScript such as Safari (1.3+), Mozilla Suite (1.6+, 1.7+), Sea Monkey (1.0), Opera (8), Camino (1.0a1)

**OS support includes:**



## About First Tech Federal Credit Union



First Tech Federal Credit Union is a \$7.35 billion institution headquartered in Mountain View, Calif. It is the nation's premier credit union serving the world's leading technology-oriented companies and their employees, including HP, Microsoft, Agilent, Intel, CISCO, Amazon, Nike, CH2M Hill, Intuit, Google and more. First Tech is recognized as the industry catalyst for delivering effortless banking experiences to its 380,000 members through its 40 branch locations, more than 5,000 CO-OP Branch locations, 30,000 CO-OP Network ATMs and 286,000 ATMs nationwide. First Tech offers a full range of banking services, including traditional banking, mortgage, financial planning and insurance services. For more information, visit [firsttechfed.com](http://firsttechfed.com)

## About Novigo Solutions



Novigo Solutions is a Microsoft partnered provider of IT Solutions and Services. Headquartered in Bangalore, we have multiple offices across the globe in US, India and the Middle East including Oman, UAE and Saudi Arabia. Novigo's mission is to align the client's IT Strategy with its Business Strategy.

Novigo Solution's forte lies in its Business Transformation Services which includes CMS, Workflow Automation, Legacy Modernization, Enhancing Productivity in the Logistics Industry, Training Management System and Improving Customer Experience. Novigo also provides other Enterprise IT Services like consulting, software development, maintenance and testing.



To know more, please visit  
[www.novigosolutions.com](http://www.novigosolutions.com)

Email :  
[info@novigosolutions.com](mailto:info@novigosolutions.com)

Phone: +1 408-520-9672