



## THE POWER OF CHANGE

Sunshine Coast Credit Union System Conversion – SPECIAL COMMUNICATION

## Media Release



### Sunshine Coast Credit Union makes a Powerful Change

For Immediate Release June 16, 2010

**GIBSONS B.C., June 16, 2010**—Sunshine Coast Credit Union successfully converted to a new banking system technology over the weekend, a progressive move that positions the Credit Union to exceed members' growing expectations around financial advice, customized solutions and personalized service.

The conversion project was eighteen months in the making and involved over seventeen dedicated project team members, in addition to a variety of external consultants and specialists. Due to the rigor and dedication of the project team, the Credit Union opened its doors to members on Tuesday morning as planned, including its administration office and all three branch locations. Sunshine Coast Credit Union's one hundred employees were trained and ready for the move to the new technology and processes, and electronic delivery services including Online Banking and Telephone Banking became live a day earlier than planned. The efficiency around this conversion was the direct result of extensive preparation by staff at Sunshine Coast Credit Union and their technology supplier partner, Open Solutions Inc.

"We can say without reservation that our conversion was an absolute success," said Shelley McDade, Sunshine Coast Credit Union's CEO and Conversion Project Lead. "I have been part of three other conversions in my career and this has proven to be the smoothest yet. This can be attributed to the intense dedication shown by the project team, the forward-thinking leadership of our Board of Directors, the commitment of our entire staff, the professional team at Open Solutions and last but certainly not least, the understanding of our valued members. I want to extend my sincere thanks to everyone for their diligence, leadership and patience throughout the process."

Members experienced very little down time or inconvenience with branches closing only as necessary to accommodate the transition to the new technology. *MemberCard*® transactions at ATMs and Point of Sale remained intact over the weekend and Sunshine Coast Credit Union was proceeding with business as usual on Tuesday morning. "Staff are excited about the transition to new technology and what it means for our members," said Sue Prasloski, Sunshine Coast Credit Union's Information Technology Manager. "We've been using a system that was developed nearly twenty five years ago; you can imagine the technological advances that have taken place during that time. We now have a system that can grow with us; one that will make sure we keep up with our members' needs today and in years to come."



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Sunshine Coast Credit Union will leverage the new technology in a variety of ways including electronic signature capture, digital ID scanners and digital forms, virtually doing away with inefficient paperwork and data entry duplication. In addition, the new banking system now supports what the Credit Union has known all along; that members are more than numbers and deserve to receive personalized service and custom solutions. An example of this is the Credit Union's ability to now view each person as a member in their own right which means being able to assess each member's unique situation and develop advice based on their specific relationship with Sunshine Coast Credit Union. An enhanced service and product line will be introduced in the near future and is a direct result of moving to this new technology. Small business owners have reason to be excited as well; in the future they will benefit from an enhanced online banking experience, one that will create efficiencies and added value for their businesses.

"The theme for our conversion was *The Power of Change* because we know the value this transition will bring to the organization," commented Bernard Bennett, Chairperson on Sunshine Coast Credit Union's Board of Directors. "Change for change sake is never a good idea. But change that directly supports us in our service promise to our stakeholders is powerful. Our employees and members embraced the transition because of this, and we couldn't be more pleased with the results."

### About Sunshine Coast Credit Union

Sunshine Coast Credit Union was the Sunshine Coast's first financial institution and has been serving the local community for nearly 70 years. One of Sunshine Coast's largest employers, the Credit Union has more than 16,000 members, 100 employees, and \$340 million in assets. Sunshine Coast Credit Union offers complete financial services and solutions through three branches in Gibsons, Sechelt and Pender Harbour in conjunction with its financial planning subsidiary, SunCu Financial Services Inc. Dedicated to the communities it serves, the Credit Union has given back over \$655,000 to local communities in the past seven years alone. For more information, visit us online: [www.sunshineccu.com](http://www.sunshineccu.com).

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