

A Customer Success Story

# LifeSize® Results

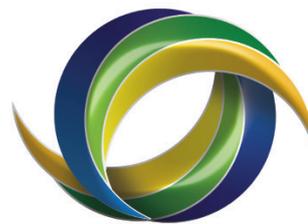
Credit Union Stays Close to Staff and Members with LifeSize Video Conferencing



## Organization

Holiday Coast Credit Union

The Holiday Coast Credit Union (HCCU) is a financial institution servicing communities along the mid-to-north coast of New South Wales. Established in Wauchope in 1967, the organisation initially looked after the banking needs of the local dairy industry. Its members included farmers, suppliers and their families. Over time, this model expanded and today HCCU is a successful community-based credit union with 14 branches stretching from Maitland in the south to Coffs Harbour in the north.



**HOLIDAYCOAST**  
credit union

### Challenge



Keeping employees informed and supported, and maintaining a cohesive company culture is a challenge when dealing with a multiple branch network. At the same time, providing customers at each branch with ready access to specialist expertise can be difficult if the expert is always on the road, travelling from one location to the next.

### Solution



The organisation has deployed a LifeSize® Room 220™ high definition system for the company's head office boardroom and 14 desktop units across its branch network. For additional flexibility, the solution includes three video conferencing software licenses.

### Results



Holiday Coast Credit Union (HCCU) is saving a minimum of 20 hours per week in travel time for executives attending weekly sales meetings. Video conferencing is now used by the HCCU mobile sales team for its regular weekly meeting while board members rely on the equipment to remotely attend committee meetings.

## Challenge



### Navigating the Pacific Highway

HCCU's widespread branch network has helped the credit union to remain close to the issues that matter within a given community and have reinforced strong customer loyalty. However, it has also brought challenges.

Keeping staff informed and supported, and maintaining a cohesive company culture all become much harder when dealing with multiple branches. Furthermore, providing customers at each branch with ready access to specialist expertise can be difficult if the expert is always on the road, travelling from one location to the next.

"Our head office is broadly located in the middle of our branch network, with our furthest branches a two and-a-half hour drive away on either side," said Brad Hinton, chief financial officer of HCCU. "This meant there was a lot of time and cost involved whenever we had a meeting that required staff to travel up or down the Pacific Highway."

Additionally, inter-branch travel also raised safety concerns among HCCU management.



## Solution



A better way to keep in contact

Twelve months ago, Hinton decided to investigate video conferencing as a way of removing the need for so much staff travel while at the same time easing the difficulties of inter-branch communication.

The credit union already had a small point-to-point video conferencing system but it could only work between head office and the Maitland branch. What's more, because it relied on old technology, the image quality was low. The system that Hinton envisaged would provide a much more far-reaching solution, one that would benefit both HCCU employees and its members.

"We wanted a system that would allow multiple contacts to dial in across the branch network so that it could be used for activities such as weekly sales meetings, branch management and board meetings," he said.

Hinton presented his requirements to a number of communication technology specialists including Modcoms, a Newcastle-based business and LifeSize channel partner. Modcoms recommended a LifeSize Room 220 high definition system for HCCU's head office boardroom and 14 desktop units to be deployed across the branches. For additional flexibility, the solution included three video conferencing software licenses. These would enable directors and other remote personnel to use their laptop or desktop computers to participate in video conferences even when working from home or travelling.

"We received quotes from each supplier and ended up selecting the LifeSize system because it had more features for the cost," said Hinton. "Modcoms worked closely with HCCU to develop the best solution with the available budget and HCCU also selected a Telstra service. Also, the quality of the video image was outstanding and the equipment was very easy to use."

Modcoms demonstrated LifeSize's quality solution using a LifeSize unit setup in HCCU's board room in Wauchope, using a Telstra service linking in an office in Sydney, Melbourne and Newcastle. The quality experienced with an ADSL 2 service was exceptional, which proved that LifeSize could deliver quality images.

Within five weeks of the decision being made, Modcoms completed deployment of all equipment. "They were very helpful in the roll-out and when setting up the systems," said Hinton. "Their training was fairly comprehensive and they did a good job."



## Results



### Significant time savings

It didn't take long for HCCU staff to wholeheartedly embrace the new video conferencing technology. "There was initial excitement about being able to see each other face to face rather than just listening to a voice over a phone call," said Hinton. "People like the idea that they can sit in their own office and still attend meetings."

Video conferencing is now being used by the HCCU mobile sales team for its regular weekly meeting. The system is also used by the branch operations manager for updates with individual branch managers. Board members rely on the equipment for board and committee meetings, and have happily adapted to the more flexible arrangements offered by the LifeSize equipment.

"We're saving a minimum of 20 hours per week in travel with the weekly sales meeting alone. That means there are 20 more hours that the team can be out there selling," said Hinton. "We've achieved our goal of reducing travel in a big way."

"We're saving money compared to the previous system and the calls work over our existing network," he continued. "The company culture is also benefiting. Even the branch managers are

starting to contact each other by video conference instead of picking up the phone. We've always been a close knit organisation and video conferencing is helping us to keep it that way."

Additionally, Modcoms helped HCCU to access any partner, supplier or customer via HD video conferencing over the Internet. Modcoms can now stage high definition face-to-face meetings with HCCU over the Internet without leaving the office. This has also now lead to HCCU directors being able to dial into board meetings from the comfort of their home.

Now that staff have gained experience with the equipment, Hinton is looking at ways of using the capability to benefit members. "Some of our branches are reasonably small and they don't all have experts in the office. So, to save the member the need to wait until an appointment can be made, and to save the commercial loans manager a two and a half hour drive, we could schedule interviews by video conference. It's a similar situation for our financial planners. If we provide experts by video conference, we can reach more members and deliver faster advice."



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