

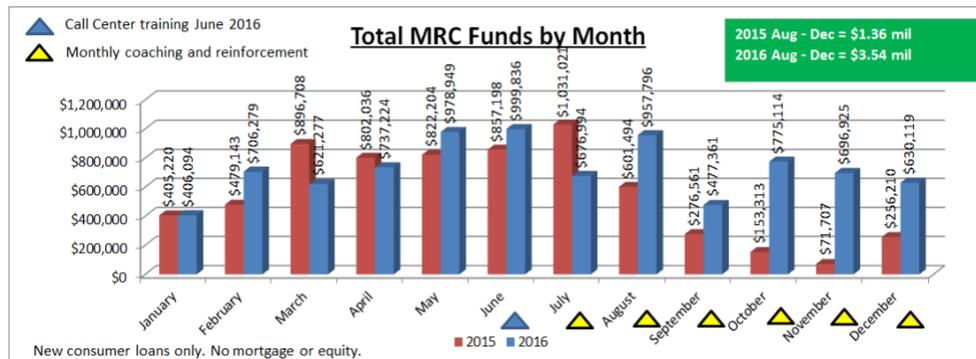
# 30% YOY Growth in Contact Center Loan Volume

Community 1<sup>st</sup> Credit Union partnered with the Center for Practical Management in April of 2016 to deliver a customized training and development program. In March 2017, the credit union was a featured client on the Raddon Webinar "Turn Your Problem-Solving Call Center into a Profit-Making Call Center".

Delivery, via onsite classroom and reinforcement teleconferences:

- Performance Coaching Workshop, for managers and leadership team
- Referral Excellence Workshop, for contact center representatives

"What truly developed our staff was the consistent routine of communication in the engagement," said Mark Estes, Contact Center Manager. "This was not only for development of our reps either. It was inclusive of developing our leadership skills as managers, too. I can't say it enough, CPM's program played a crucial role in the success we experienced last year."



Above chart excerpted from the March 2017 webinar, featuring Community 1<sup>st</sup> Credit Union and hosted by Raddon's Consulting Services Group & Center for Practical Management.

Estes leads a team of 11 representatives in the MRC (Member Relations Center). He takes pride in the team's hard work, collaboration and of course, the performance results. He also acknowledges that success was a team effort. "We embraced the challenge of showing the rest of the credit union that we could not only match retail branches, but that we could beat them on a monthly basis, too." In January 2017, Estes' team hit a record-setting loan month with \$1.4M.

When he gets asked how they achieved these results, something he gets asked often, Estes' answer is simple. Focus on the right stuff. "I was able to shift my attention from being a secondary lender to focusing, almost exclusively, on leading and development of my team."

Learn more about being an effective leader. Contact us today.

# Community 1st Credit Union

Headquartered in Ottumwa, Iowa  
17 Retail Branch Offices  
Serving 59,000 members  
Asset size of +\$600 Million



*From the Executive VP of Strategic Initiatives, Melissa Beasom*

"After a core conversion, our strategy was to focus on the development of more specific objectives, such as stabilizing turnover. CPM's program structure and continuous-improvement methods helped us develop our managers, no matter where they were at in experience or talent. It also engaged our staff with one another which is something that I believe had a very large impact on all the teams. Everyone witnessed that they were being supported by their manager, on up to the top executive team because we wanted to be supportive of their success.

We are very happy with the results. This has changed the culture of our contact center, and I encourage other credit unions to look into the CPM development programs."