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**PSCU Financial Services' Total Member Care Helps Credit Union
Communicate With Cardholders in Data Compromise**

Contact Center Support Deemed Invaluable by Credit Union Staff

St. Petersburg, FL, March 23, 2009 – When the staff of NuUnion Credit Union needed to communicate with its 18,000 cardholders about the urgent and sensitive issue of a data compromise, they decided to rely upon the resources and professionalism of PSCU Financial Services' Contact Center. That decision was validated throughout the entire process, according to Karen Kane, the credit union's ATM Debit Operations Manager.

“From the initial information-gathering phone call, we knew that the Total Member Care staff could help us handle this sensitive issue with the highest level of professionalism. They not only answered our questions, they also answered questions we didn't even know we needed to ask,” Kane explained. “Outsourcing member calls is a difficult choice, particularly in the case of a data compromise. But each day we worked with the Contact Center staff, we knew that using Total Member Care was the right choice.”

The Contact Center's Total Member Care representatives helped the staff develop scripting for the interactions, including offering members a new card. Credit union staff

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could access records of dialogues with cardholders to see which scripts were used and what comments cardholders made.

Kane notes that the credit union staff regularly checked the system after the letters about the data compromise went out to members. “We could see the volume of calls, length of calls, scripts used and comments from our members. We had an excellent sense of what was happening, even though we were not personally handling the calls.”

Some members wanted to speak directly with Kane as author of the letter, and these cardholders retold conversations they had with Contact Center staff—all of which followed the assigned scripting, she recalls.

PSCU Financial Services' Total Member Care addresses virtually every service area—from credit, debit, prepaid, and bill payer support to 24/7 Contact Center member service, lending, new member enrollment, and outbound services. Total Member Care is available whenever it is needed—24/7, after business hours or during emergencies only. No other single service provider in the industry delivers this comprehensive product suite.

“Our Contact Center merges leading technology with best practices to help promote growth and member satisfaction for the credit unions we serve,” said David J. Serlo, President and CEO, PSCU Financial Services. “In addition, our economies of scale as the largest CUSO in the nation enable us to deliver 24/7 Contact Center services at a fraction of the price a credit union would spend on facilities and personnel.”

Over 100 credit unions outsource 24/7 Contact Center branch member servicing to PSCU Financial Services.

About NuUnion Credit Union

NuUnion Credit Union, headquartered in Lansing, Michigan, has over \$818 million in assets and 89,000 members. It has 14 locations within 28 counties in mid-Michigan. For more information, please visit: NuUnion.org.

PSCU Financial Services

Based in St. Petersburg, Florida, PSCU Financial Services is the nation's largest credit union service organization (CUSO) and serves more than 1,300 financial institutions nationwide. As a non-profit cooperative, the company is owned by more than 600 member credit unions representing over 13 million accounts and 822,000 subscribers. Its Contact Centers handle more than 16 million inquiries a year.

PSCU Financial Services offers 24/7 member support through four Contact Centers: its Eastern operations center in St. Petersburg, Fla.; a Western operations center based in Phoenix, Ariz.; and two call centers in Detroit, Mich. These Contact Centers perform member servicing and new member acquisition, cross-selling and automated lending solutions as well as support for debit/credit/prepaid cardholders and online bill payment subscribers.

Established in 1977, the company provides a broad array of cost-effective, high quality financial services that include credit, debit, ATM, prepaid, bill payment and contact center solutions. PSCU Financial Services uniquely offers its members a full range of processing options, any combination from full service to in-house pass through processing for credit, debit and ATM transactions. As a leader in the credit union movement, the company offers gateway access to national and regional networks. It also provides full function ATM terminal driving services. For more information, visit PSCU Financial Services' website at www.pscufs.com.

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