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Digital Dialogue Experiences Record Call Center Volume

-Increased call center volume indicates growing need for 24/7 total member service-

Auburn Hills, Mich., Aug. 21, 2008 – [Digital Dialogue](#), a PSCU Financial Services company and nationwide provider of 24/7 call center operations and software solutions to credit unions, achieved record call volume in the month of July. Call center activity peaked at 211,167 incoming calls, a 65 percent increase over last year and clear indication that credit union members need and demand responsive, 24/7 total member care.

The previous record number of calls Digital Dialogue received was documented in May 2008, when the company took 171,722 calls. While the industry standard for call centers answering incoming calls immediately is 80 percent, Digital Dialogue consistently surpasses the standard, reaching 87 to 90 percent.

“Digital Dialogue, which is known as a leader in providing 24/7 call center operations, was the clear winner in our due diligence process,” said Bonny Godtland, president at St. Paul, Minn.-based St. Paul Federal Credit Union. “The call center experts provide us with a 24/7 call center to manage our members calls for less than it would cost to hire and train two full time employees. It is important for us to be available to our members at all hours of the day and night without incurring additional expenses.”

Digital Dialogue provides credit unions with the call center tools they need to reduce average talk time and abandonment rate, while improving their service levels and single call resolution rate. Digital Dialogue’s CUScripter gives call center agents a detailed script to follow as well as all pertinent customer information. In addition to call center services, Digital Dialogue offers automated lending, indirect lending, automated decisioning and new member enrollment solutions.

“Our record call volume growth is a testament to the changing needs of today’s credit union members,” said Peter Schmitt, president of Digital Dialogue. “Members demand 24/7 account access, and successful credit unions know that the key to staying ahead of the competition begins with offering around-the-clock contact. Digital Dialogue offers technology

that enables the credit union to improve member service levels and ultimately make members promoters within their community.”

About Digital Dialogue

Digital Dialogue, a PSCU Financial Services company, is the nationwide provider of 24/7 financial call center operations and software solutions for credit unions ranging in asset size from \$5 million to more than \$6 billion. Digital Dialogue products – which include call center scripting solutions, custom loan applications with credit-union-defined decisioning and new member enrollment with funding and sophisticated cross-selling – are designed around a consistent user interface with the same decision criteria across all channels from the credit union's Web site to its branches to its call center.

Digital Dialogue manages the Financial Service Centers Cooperative's Call Center Outlet, the highest volume outlet in FSCC's shared branch network. For more information, visit www.digital-dialogue.com.

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