

# Bringing Stability and Digital Access to Credit Union Members



**Credit Union  
of New Jersey**  
The freedom to prosper.

## Four Outages in Four Months Proved the Need for a More Stable Platform

The Credit Union of New Jersey (CU OF NJ) faced significant challenges with its previous communication setup, struggling with frequent disruptions, limited reporting, and a lack of digital engagement options.

### The Challenges

CU OF NJ's staff were juggling multiple platforms to handle member inquiries, leading to inefficiencies and delays. They had no chat capabilities, forcing all interactions to take place via phone or in-person visits. On top of that, their phone system was unreliable, frequently experiencing outages that left members unable to connect with support. In just four months, CU OF NJ experienced four separate outages, making it clear that a change was necessary.

**The one solution for multiple communication channels has been a game-changer for our support team. Customers appreciate the flexibility to choose how they connect with us, and our agents, working remotely, have all the tools they need to resolve issues promptly. Our first call resolution is up 24%, and agents are taking more joy in their work.**

– Mark Bradley, CSME, VP Marketing & Business Development  
at Credit Union of New Jersey

### LinkLive Resolution

To solve these challenges, CU OF NJ sought a secure, scalable contact center platform that could modernize its members service experience. The transition to LinkLive provided a modern solution for both voice and digital communication, laying the groundwork for improved service reliability and enhanced member engagement.

## Giving Credit Union Members Faster, Easier Ways to Connect With Support

Implementing LinkLive allowed the Credit Union of New Jersey to consolidate its voice and digital communication tools into one seamless system. This shift enabled staff to provide better, faster service while improving internal collaboration across departments.

### THE LINKLIVE FEATURES THAT MAKE A DIFFERENCE:

- **Digital Chat Capabilities:** For the first time, CU OF NJ members could engage with staff through secure online messaging, reducing phone wait times and in-branch visits.
- **Flexible Call Handling:** Employees could now answer calls from either a desktop application or a physical phone, giving them more options whether working remotely or in-office.
- **One Unified System:** Agents and employees no longer had to log in and out of multiple platforms to serve members, allowing for quicker response times and less frustration.
- **Advanced Reporting Tools:** Administrators gained access to real-time insights into call volumes, missed calls, and agent performance, helping optimize staffing and service quality.
- **Enterprise-Wide Access:** Instead of a solution limited to the contact center, LinkLive's platform extended across loan officers, tellers, and administrative staff, ensuring a consistent communication experience across the organization.

# The Key to Reducing Wait Times and Improving Banking Customer Service

Since making the switch, the Credit Union of New Jersey has experienced a dramatic improvement in service stability and efficiency. With LinkLive's fully integrated system, the frequent outages that previously disrupted member support are no longer an issue.

The contact center can now manage member interactions more efficiently, without being slowed down by system limitations. With everything consolidated into one secure platform, CU OF NJ staff can quickly resolve inquiries—whether through chat or voice—without navigating multiple logins.



## Eliminated Service Disruptions

The system provides consistent uptime, ensuring members always have access to support.



## More Convenient Member Support

With digital messaging now available, members don't always have to call or visit a branch for assistance.



## Faster Response Times

Agents can now handle voice and chat within the same platform, improving resolution speed.



## Scalability for Future Growth

The platform is designed to support future expansions such as video banking and AI-enabled automation.



## Enterprise-Wide Efficiency

Employees across all departments now work within the same system, improving collaboration and internal operations.



## Increased Agent Satisfaction

Agents report higher job satisfaction, improving morale and retention.



## First Call Resolution Up 24%

Agents are able to resolve issues more efficiently, reducing repeat inquiries.

## Future-Proofing Credit Union Member Support with Scalable Technology

With a secure, scalable system in place, the Credit Union of New Jersey is better positioned to enhance member service and explore new capabilities like video banking and AI-enabled automation. LinkLive continues to support the credit union's growth while ensuring the highest standards of security and compliance in an evolving digital landscape.

Beyond the contact center, the transition to a single, unified platform has improved collaboration across departments. **"This wasn't just about the contact center—we brought the entire credit union onto the platform. Now, loan officers, tellers, and support staff all have**

**access to the same system, making it easier to serve members and work together more effectively,"** said Mark Bradley.

By eliminating multiple logins and disconnected systems, LinkLive has helped the Credit Union of New Jersey simplify operations and elevate member service. With a fully integrated, seamless communication experience, the credit union is now equipped for future innovation, and LinkLive remains a trusted partner in its digital transformation.

LINKLIVE

LinkLive is the leading all-in-one, AI-enabled communications platform trusted by the world's most highly secure organizations.

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