



**LINKLIVE**

Customer Story

**Neighbors Federal  
Credit Union  
Reduces Attrition  
with AI-Powered  
Customer Services**

## Overview

Established in 1954, Neighbors Federal Credit Union, now the largest in Baton Rouge, has evolved dramatically. Under the leadership of Steve Schexnayder, CIO, the credit union serves over 75,000 members, managing assets of \$1 billion, while focusing on innovative digital banking services such as 24/7 access and online banking.

## The Challenge

Neighbors FCU grappled with the growing complexity of digital banking, including managing diverse products and vendor relationships, which hampered their efficiency in member service. The credit union faced the pressing need to adapt its operations to meet evolving member expectations and industry standards. Responding to these challenges, Neighbors FCU streamlined its operations by collaborating with LinkLive.

## LinkLive Resolution

This partnership facilitated a unified digital strategy, integrating multiple communication channels into a seamless framework, adopting Interactive Teller Machine technology, and incorporating AI to handle a significant portion of calls. These measures aimed to improve

member engagement and operational efficiency, while also aligning with a comprehensive digital banking approach.

## The Results

The implementation of LinkLive led to substantial improvements: enhanced member engagement through multi-channel communication, an 80% reduction in traditional hardware like desktop phones, and significant operational efficiencies. The integration of AI technology is expected to handle up to 60% of calls, reducing staffing needs and reinforcing Neighbors FCU's status as a leader in innovative, secure digital banking.

*"Before, we needed 27 reps to handle our call volume. With LinkLive, we're good with just 18, and we're looking to drop to 10 soon. It's the same with our ITMs — we used to need 16 agents, but thanks to LinkLive, we'll be down to about five."*

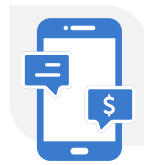
### Steve Schexnayder

Chief Information Officer  
Neighbors Federal Credit Union



#### AI-Enhanced Member Experience

Elevating member experience with secure solutions



#### Digital Banking Done Right

Cutting-edge solutions shaping the future of banking



#### 80% Reduction in Outdated Tech

Cost-efficient and hybrid-work-friendly tech modernization

# LINKLIVE

1.952.392.1834

REQUEST A DEMO

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