

**VASS**  
complex made simple

SUCCESS CASE



# Fuelling Credit Union Success:

It should be Fuelling (rather than fueling)

*Enhancing Operational Efficiency  
and Member Satisfaction*



# Company Overview

**St. Paul's Garda Credit Union** is a local, mutual, non-for-profit financial institution based in Cork, Ireland. They specialise in providing savings, loans, and current account products to its serving and retired members of the **Garda Siochana** and their families in the Republic of Ireland.

Faced with increasing demands for **seamless, efficient service delivery**, St. Paul's Garda Credit Union recognised the need to **modernise its member service processes** to ensure they could continue to provide the **exceptional support** that their members expect and deserve.

This led to a strategic collaboration with **VASS**, aiming to drive transformative improvements in their service capabilities and member engagement.





# The Challenge: Competitive Advantage and Business Growth

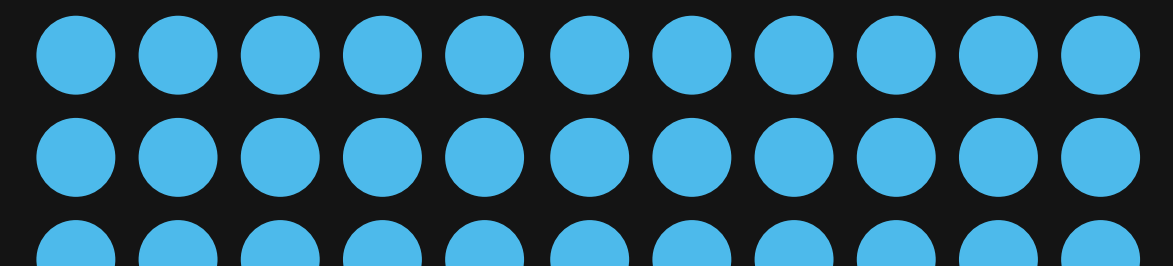
**St. Paul's** uses a core banking solution to deliver financial products to its members. The Credit Union faced challenges in achieving a comprehensive, 360-degree view of customer interactions, making it difficult to effectively track and manage queries throughout the service process.

Recognising the need improve their service capabilities, the leadership team at **St. Paul's** took proactive steps to address these challenges. By upgrading their systems, they aimed to enhance service delivery, streamline processes, and better serve their customers.

*"As we collaborated with VASS on this project—the first of its kind in a credit union setting—both teams gained valuable insights. VASS worked seamlessly with our team, demonstrating flexibility and a willingness to adapt in order to deliver a solution that perfectly met our needs".*

**Simon Foley**

Operations Manager, St. Paul's Garda Credit Union



# The Solution: Driving Credit Union Success: Implementation and Collaboration

**VASS** implemented Salesforce to streamline and optimize **St. Paul's** support operations.

By integrating Salesforce with the core banking system and utilizing standard case management functionalities alongside telephony integration, the service team can now efficiently authenticate incoming calls and manage member communications, including emails.

This integration provides the team with comprehensive access to member details, such as account information, financial products, and previous interactions, enabling quicker resolution of queries, requests, and applications.

More than just deploying technology, **VASS** worked closely with **St. Paul's** to tailor the solution to their specific operational needs. This collaborative approach ensured flexibility throughout the implementation process, delivering a system that met not only technical requirements but also aligned with the credit union's broader operational goals.





# Results

- 1** Enhanced operational efficiency through personalized services, improved regulatory compliance, and tailored member communications.
- 2** Achieved a comprehensive 360-degree customer view, fostering better communication and collaboration with members.
- 3** Boosted member sentiment and retention by consistently delivering exceptional service experiences.

# Technology



Salesforce  
Service Cloud



Zoom CTI  
Integration



Data Migration





# VASS

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We are a global digital transformation company that puts organizations at the forefront of innovation, by bringing together talent, knowledge, and technology.

With our digital solutions, we lead people and organizations around the world on their transition towards the future. Our nearly 5,000 experts in 26 countries across Europe, America, and Asia work alongside our clients, partners, and key industry players to deliver best-in-class digital innovation that shapes the landscape of banking, retail, insurance, public administration, utilities, telecommunications, and media sectors.

Our approach is based on mindful technology, through which we create positive environments and meaningful opportunities.



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