



## Application Story

The Members Group

### **The Members Group Simplifies Client and Employee Training with e/pop Web and Video Conferencing Software**

The Members Group (TMG) knows the benefits of good outsourcing. The Company, headquartered in Des Moines, Iowa, provides credit unions and other financial institutions in the U.S. and Canada with credit, debit, ATM card, ACH (direct deposit), ALM and pre-paid card processing. TMG has a long customer list that includes Point Loma Credit Union, Honda Federal Credit Union and Dupaco Community Credit Union. It also offers its customer value-added products, such as mortgage services, financial management, and reporting. TMG's role as an aggregator depends on not only its reliability and timeliness, but also the ability to provide its customers with the tools and systems they need in order to provide card transaction data back to them. In order to take advantage of TMG's services, the Company's clients must use a variety of software applications for card servicing.

TMG provides all the client training that is needed to use the software effectively. In addition to the on-site training that TMG still provides, the Company determined that there was a need for the ability to also train clients remotely, and that web and video conferencing was the most cost-effective way to successfully accomplish this.

"Web conferencing provides TMG with a low-cost and efficient method to train customers and employees and supplements the traditional on-site training process," said Falk. "It has saved us a great deal of money on travel and is more convenient for our clients as well."

When its contract with a leading web conferencing service provider was up for renewal, Jeff Falk, director of product development, decided to search for an alternative web and video conferencing solution that was easy for everyone to use, even those that are non-technical. TMG, a company driven by technology and innovation, is sold on the idea of using hosted services and utilizing Software as a Service (SaaS). TMG decided to again outsource its web conferencing

**Problem:**

- TMG needed a way to remotely train its credit union clients quickly and efficiently

**Solution:**

- e/pop Web Conferencing, a full-featured, affordable, on-premise multiparty web and multiparty conferencing software

**Business & IT Benefits:**

- TMG staff can train 20 or more clients at one time without leaving the office
- Board and internal sales meetings can be accomplished regardless of time zone or geographic location
- Desktop and application sharing features allow trainers to actually show how to use card servicing applications

needs to a reliable provider. During his research, Falk came across WiredRed Software and decided to try out e/pop Web Conferencing.

“I was very impressed with not only e/pop’s feature set, but the fact that it is reasonably priced, and WiredRed doesn’t charge by the minute is a very attractive selling point,” said Falk. “But just as important as cost is its ease of use. We don’t want to spend the entire meeting trying to show our external users, our clients how to use web conferencing, we just want it to work well every time.”

When TMG first started using e/pop, training was the company’s first priority – and still is. However, e/pop also comes in handy for board presentations and internal sales team collaboration. Although headquartered in Iowa, TMG also has some of its 150 employees located in sales offices in California and Arizona. Therefore, e/pop makes training new personnel simple and can be accomplished on any standard PC with a high speed Internet connection.

Robyn Dennis, manager of training at TMG, is responsible for training the company’s clients on various web-based and software applications used specifically for TMG processing services, Dennis, and the rest of the training department, may train up to 25 people during one session. Generally training lasts from approximately one to five hours. e/pop’s application and desktop sharing feature is the most important to Dennis, empowering her to actually show clients how the various applications work.

“With e/pop, it is very easy to invite people to join and launch the training session,” said Dennis. “I simply send a URL with some text and it only takes one click to join the session. The previous service we used was slower, set-up was a bit more complicated and I didn’t have the option to give host status to attendees. I also like the open-ended start and stop times because it’s sometimes hard to really figure out when some sessions will end.”

The more quality training that TMG’s clients receive, the better they will be able to use the variety of cards applications that TMG offers. Dennis and her co-workers are training their clients to use a variety of applications, including Springboard and FDR 3270, both used for credit and debit card servicing, Atira, which is for prepaid card servicing and The Vault, which is TMG’s internal application for accessing card processing reports, manuals and forms.

For Dennis, video is an added plus, “We really like using video, especially to start and end training sessions and for the question and answer period at the end. It brings a very personal, friendly and interactive feel to the session. Our goal is to add a personal touch to all of our training so we have made video ‘meet and greets’ a part of our training sessions. We enjoy giving our clients the opportunity to see their trainer even while in a remote training setting.”

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