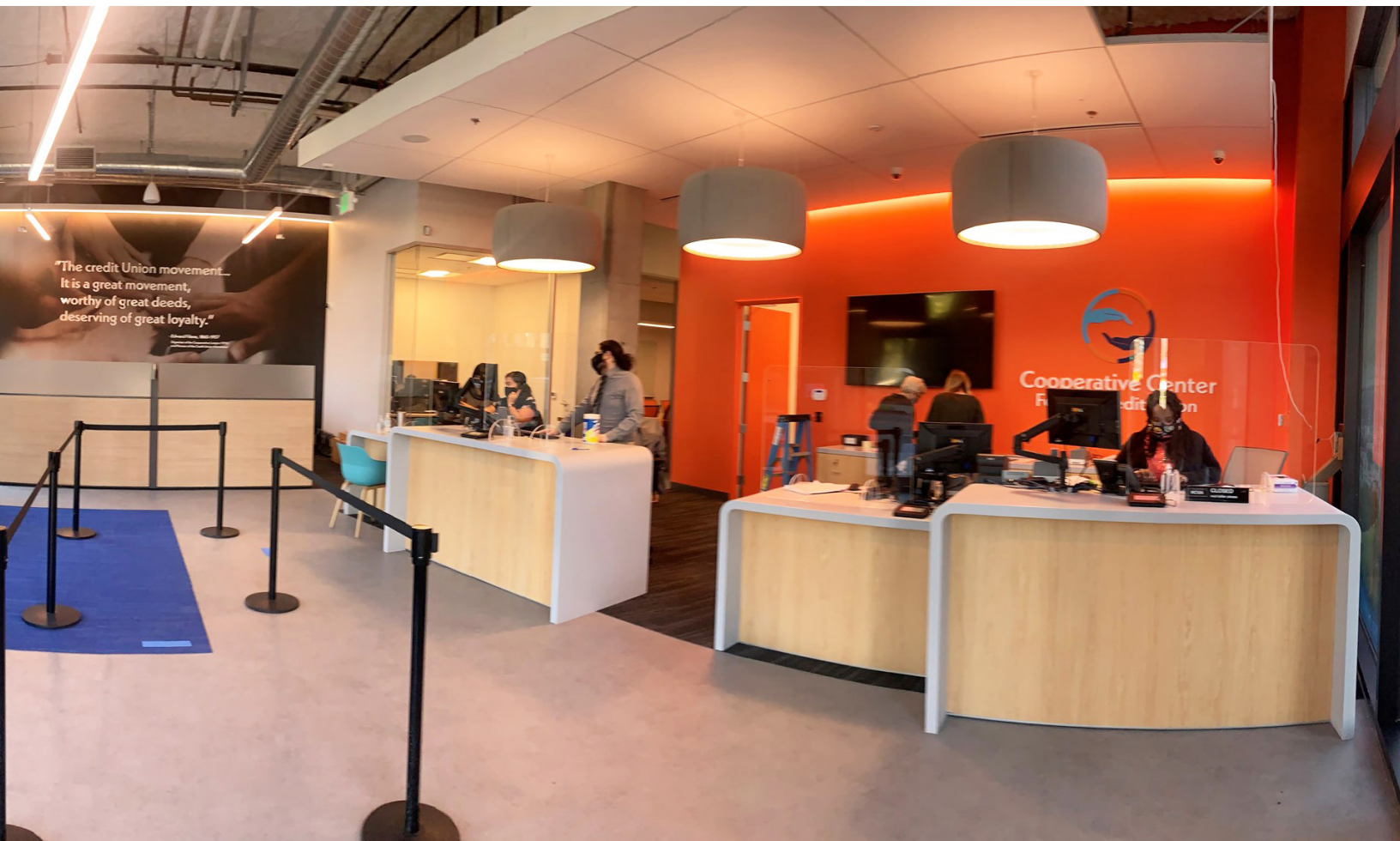




Cooperative Center FCU Utilizes MVP Financial Equipment for Branch Transition Project



Cooperative Center Federal Credit Union (CCFCU), a California-based credit union chartered to serve the employees of the Co-Op Market Chain, Alta Bates hospitals, and the faculty, staff and students of UC Berkeley, had a dilemma.

The credit union was moving their main branch to an updated location in Berkeley and relocating their loan services and administration employees to a new location in Martinez. Moving locations meant they would need assistance with their ATMs as well as exploring teller cash recyclers (TCRs) to increase efficiency at the new branch.

CCFCU contacted their long time partner, MVP Financial Equipment (MVP), for guidance on a multifaceted solution that would fit their budget.

“We have worked with MVP for a long time,” said Mark Suacillo, VP of IT, Facilities, and Security for CCFCU, “even before I came on board at the credit union. So, I knew who to contact for any type of challenge related to financial equipment.”

ATMs: Turning to a Trusted Partner

The proposed solution included a complete facelift, refurbishment and upgrading the deposit functionality of the existing machine for placement at the Martinez office, while purchasing a newer refurbished model for the Berkeley branch.



CCFCU purchased a refurbished ATM for the Berkeley location for a number of reasons. Cost savings of up to 50% was a major factor, but the fact they could see a return on their investment sooner and it was good for the environment were also factors in the credit union's decision.

The credit union utilized MVP's refurbishment services and moved the ATM from the old location to the Martinez branch. "The machine was still being expensed on the books," said Suacillo. "But it had some wear on it and needed to be upgraded."

"We guarantee our refurbished machines will operate like new," said Jerry O'Connor, FI Sales Director for MVP. "So, after evaluating the existing hardware, we were certain we could bring the older machine back to 'like new' condition with the added functionality they needed."

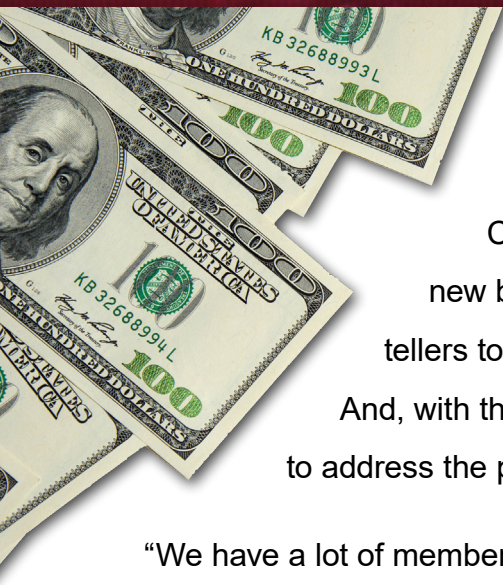
CCFCU now has attractive and fully operational machines at both of their new locations. MVP also assisted in providing custom newly branded surrounds for both machines that help make the Berkeley branch and Martinez administration building ATMs stand out.



We couldn't be happier with the ATMs. The old machine looks and operates like brand new. I would strongly recommend refurbishment as a reliable and economical option.

"Every ATM placement is unique," said O'Connor. "We were happy to be able to provide CFCU with a solution that fit their needs and budget so well."

"We couldn't be happier with the ATMs," said Suacillo. "The old machine looks and operates like brand new. I would strongly recommend refurbishment as a reliable and economical option."



Cash Handling Made Easy with TCRs

CCFCU was also looking for a better solution for handling cash at the new branch. Their standard manual cash handling process was forcing tellers to put in additional hours after closing and running up overtime pay.

And, with their plans to transition to a new branch location in Berkeley, it was time to address the problem head on.

“We have a lot of members that come into our branch to deposit cash,” said Suacillo, “and prior experience told us the process we were using created wasted time, energy and expense.”

But any new cash solution would need to do more than save tellers time at the end of the day. It would need to be convenient, easy-to-use, and make everyday transactions simpler for employees. And, of course, it would need to integrate with CCFCU’s existing CORE system.

After working with CCFCU to assess their needs, MVP recommended [CIMA TCRs](#) for their security, speed, functionality and reliability.

“As more financial institutions implement open branch concepts or are just looking to offer better security, TCRs have become the staple,” said O’Connor. “TCRs offer 24-hour vaults, so cash is always locked in a secure place and cash doesn’t need to be moved nightly into the vault.”

While security was a factor in the credit union’s decision to go with TCRs, being able to free up staff time with an efficient process was key.

With the two TCRs, we now have an efficient cash handling system that allows our staff to spend more time assisting our members



“Withdrawal time with a TCR is 6-8 seconds versus 45 using a manual process,” O’Connor said. “Staff time is reduced even further when making deposits – dropping from an average of two minutes to just 30 seconds. TCRs also increase efficiency by reducing the number of vault transactions needed. In a manual environment, cash is brought to the vault 5-20 times, while utilizing TCRs reduces that to 2 times or less a day.”

We couldn't be happier with our experience with MVP. They saved us a great deal of money on our ATMs and the TCRs save our tellers time. I highly recommend MVP.



“Adding the two new CIMA AST7000 TCR’s allows our tellers to spend less time manually counting money and more time speaking directly with members – discovering other areas where the credit union can help them with their financial needs,” said Suacillo. The TCRs are integrated into the credit union’s CORE system through [Add-On Technologies](#), which assist their tellers in their day-to-day tasks.

“The AST7000s have been very reliable,” Suacillo says. “Instead of the additional 50 minutes to an hour to balance cash each day, staff are out the door in as little as 15 minutes.”

Proven Results

“We couldn’t be happier with our experience with MVP,” he said. “MVP was able to save us a lot of money by refurbishing and moving our older ATM. It looks and operates like brand new.”

Suacillo is just as pleased with the TCRs. “We now have a more efficient cash handling process and our staff is able to spend more time with members and less time counting cash.”

“We always knew MVP was always going to give us a great deal. In the end, the decision to go with MVP [for our financial equipment needs] was easy,” he says. “I highly recommend MVP.”