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## Call Center Gears Up to Assist Fall DP Conversions

**Grand Rapids, Michigan – September 14<sup>th</sup>, 2009**

The fall season is heating up for Grand Rapids, Michigan-based Xtend, Inc., a multi-owned cooperative CUSO. Upcoming data processing conversion projects in September, October, and November have their Xtension Call Center preparing for a busy season of both inbound and outbound support activities. Each project involves peripheral support during a data processing conversion to CU\*BASE, the flagship solution of fellow multi-owned CUSO CU\*Answers, Inc.

During the weeks preceding each conversion, Xtend agents will execute customized outbound member contacts designed to call attention to the upcoming change and highlight new self-service features that will be available to the member. In addition, Xtension agents will handle overflow member service calls from their Grand Rapids call center for up to two weeks post-conversion in an effort to help credit union staff smoothly transition to new technology and functionality. Julie Gessner, Manager of Communication Services for the CUSO, maintains that "similar projects over the past year have been very effective and we are excited to have a full slate of projects queued up for the fall. Our team is gearing up to help these new credit union partners smoothly transition to CU\*BASE and educate members on some exciting new home banking tools." Xtend President Scott Collins notes that "these conversion projects are really a win/win/win – the member is served at the high level they expect, the credit union is able to focus on mastering new tools and best practices, and our call center is able to show that we can be an effective, trusted partner."

The upcoming conversion support projects include Highland Heights, Ohio-based PEF FCU, Rapid City, South Dakota-based Rapid City Telco CU, Sandusky, Ohio-based Vacationland CU, and Bay City, Michigan-based Credit Union Plus.

**About Xtend ([www.xtendcu.com](http://www.xtendcu.com)):** Xtend, Inc. is a 100% credit union-owned CUSO formed in 2002 with headquarters in Grand Rapids, Michigan. Xtend provides a wide array of managerial, operational, marketing, technical planning and consulting services for credit unions of all sizes. In short, Xtend is an aggregation point for shared resources that allows credit unions to deliver products and services more cost-effectively. Their strategic offerings include bookkeeping services, member contact services, back-office mortgage services, partnered liquidity opportunities, shared branching, compliance monitoring, and insurance services. Xtend provides services for over 100 credit unions representing over 800,000 members and \$6B in assets. The CUSO is currently owned by 45 credit union partners.