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## **Xtension Call Center Graduates from Startup to Full-Service**

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Xtend, Inc., a Grand Rapids, Michigan-based multi-owned cooperative CUSO, recently announced that during the 2009 calendar year, its Xtension Call Center business unit grew from a start-up entity with two agents to a full-service call center with sixteen agents and two dozen clients. During that same period, Xtend's staff handled more than 190,000 inbound member service and outbound marketing calls for its credit unions and business partners.

"It was our first full year in the call center business and we are very pleased with the results," says Xtend President Scott Collins. "We set several key objectives as we entered the year, and managed to succeed across the board. We were able to grow steadily throughout the entire year in inbound and outbound services and grew the staff accordingly. We made member support during data processing conversions a core competency, and provided support for partners in four time zones. We even moved the entire staff to a new headquarters location."

Collins reports that initiatives like Web Chat, an increased focus on loan application support, and several new partner initiatives should keep Xtension in growth mode during 2010 as well.

**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 120 credit unions representing over 1,000,000 members and \$7B in assets. The cooperative CUSO is equally owned by 46 credit union partners and counting.