

**FOR IMMEDIATE RELEASE:**

*For more information contact:*

*Scott Collins, President  
Xtend, Inc.  
800-327-3478 x183  
scollins@xtendcu.com*



## **Call Center Provides Conversion Support**

**Grand Rapids, Michigan – October 15<sup>th</sup>, 2010**

Xtend, Inc., a Grand Rapids, Michigan-based multi-owned cooperative CUSO, has recently provided call center support for the members of Heartland Credit Union, the Springfield, IL-based credit union (\$200M, 24,000 members) for its core data processing upgrade. Heartland Credit Union converted to the CU\*BASE core data processing suite from CU\*Answers during the 2<sup>nd</sup> quarter of 2010.

The credit union engaged Xtend to provide overflow and after hours member call support during the period following the live date of its conversion. The service was provided by the CUSO's Xtension Call Center, and according to President Scott Collins, this project was similar in nature to work done for several other credit unions earlier in the year but on a larger scale.

"Once Heartland made its decision to upgrade its core system, we reached out to them about the merits of engaging our team of agents during a one-to-two week post-conversion," comments Collins. "Since we had worked a dozen conversion projects over the past eighteen months, I think both sides were very comfortable that it would be a beneficial arrangement. It goes without saying that we were excited about the opportunity to work with their members and were even more pleased that they asked us to extend the support period for this engagement," continues Collins.

**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 120 credit unions representing more than 800,000 members and \$6B in assets. The CUSO is currently owned by 49 credit union partners.

XXX

Xtend, Inc.  
6000 28<sup>th</sup> Street SE, Grand Rapids, Michigan 49546  
800-327-3478 [www.xtendcu.com](http://www.xtendcu.com)