



Navy Federal Credit Union Selects iDashboards To Manage Key Performance Indicators

“The technology couldn’t be any easier to use and implementation was quick and simple. Now, being able to drill down into a variety of KPIs, we can easily identify what has raised alerts so that we can take immediate action.”

- John Charles Herzberg, Manager of e-commerce, Navy Federal Credit Union

About the Company

Navy Federal is the world's largest credit union with over \$28 billion in assets and 2.8 million members. Headquartered in Vienna, VA, the credit union operates 16 branches and 315 proprietary ATMs worldwide. The credit union serves all Department of the Navy (DON) and civilian personnel, contractors who provide service to or work for the DON on a regular basis, and their families.

Business Drivers for Dashboards

Navy Federal needed technology that provided both a real-time view into the key performance indicators (KPIs), and the ability to be notified through e-mail alerts when KPI thresholds are exceeded. They required a scalable product that could meet its ultimate goal of rolling it out to about 5,000 employees. In addition, they required several important features and characteristics, including an intuitive user interface, the power to easily change the dashboards, live drill-down capability and a user-security framework. A dashboard solution was sought to visually evaluate Navy Federals’ operational key performance indicators (KPIs) and to support timely decision making.

End Solution

As a result of the joint collaboration between the iDashboards Professional Services team and the Navy Federal team, a dashboard solution was developed to convey live operation information to its managers to help in prompt and timely decision making. Navy Federal went from the proof of concept stage to launching iDashboards within the lending department and the new-account-opening pipeline, as well as other business areas. They have also utilized iDashboards BAM module (Business Activity Monitoring) permitting management to receive email alerts when chart thresholds have been surpassed, so that immediate action can be taken.