

“Now that iDashboards is in place, information is available in an easy-to-understand format for all employees. This straightforward, up-to-date information speeds reporting, performance management and decision-making for all of our managers. With this automation, our employees are able to see how their department is performing on a daily basis.

—Scott Townsend, CIO

Create Customized Dashboards and Track Key Metrics with iDashboards

CUSTOMER

The Michigan Schools and Government Credit Union (MSGCU) is a member-owned financial cooperative. Named one of the top workplaces in Michigan by the Detroit Free Press, MSGCU has made it a priority to provide employees with cutting-edge tools and systems to ensure member service is as effective and efficient as possible. For almost 60 years, MSGCU has helped consumers achieve their financial goals through high-quality and affordable financial products along with an approach to member service that emphasizes people, not profits. MSGCU has earned high member satisfaction ratings, scoring 97% or higher for more than 15 years. They have more than 90,000 members, \$1.5 billion in assets and 270 employees.

CHALLENGE

After implementing a robust data warehouse solution, MSGCU began their business intelligence (BI) initiative in 2011, looking for a more interactive, dynamic front end for their employees to use. MSGCU was searching for a tool that would be easy to use and would allow employees at all levels of the organization to view appropriate dashboards.

SOLUTION

MSGCU researched several software solutions before determining that iDashboards Enterprise Suite was the best fit. iDashboards allowed the credit union to leverage their core banking data-processing software and other third-party applications. The software's user-friendly interface paired with the cutting-edge look and feel of the dashboards aided in their decision. MSGCU also appreciated the in-depth financial industry knowledge that iDashboards was able to display.

RESULTS

MSGCU launched iDashboards across all departments, from the frontline staff level up to the executive level. With the implementation of iDashboards, MSGCU is able to track corporate and departmental metrics ranging from loan volumes to employee performance. Employees at all levels of the organization can now easily view and understand data that are relevant to their role at the credit union. With enhanced employee productivity, MSGCU has seen an increase in loan volumes and member satisfaction.