Credit Unions  
**Exceeding member expectations with clear, concise, and consistent content**

**The Situation**

Credit union membership is on the rise as consumers look for alternatives to traditional banking. Your members have high expectations and are informed and tech-savvy.

As credit unions grow you face challenges around

* increasing regulations around privacy, compliance, and accountability
* intensifying competition from new industry sectors, and
* demands for accurate and timely information where and when needed.

Credit unions must adjust their business practices to address the impacts of this new reality. Is your credit unions’ content ready?

**The Challenge**

In this environment, policies, procedures, and product information must be clear, concise, consistent and easy to use. However, in many organizations these valuable assets are not being strategically leveraged. Typically content is

* written and stored using outdated practices and technology
* stored in multiple locations and versions, and
* not easily shared, reused, or repurposed.

**The Solution**

We excel at helping credit unions future-proof and transform their high-value content.

***Precision Content™*** is an authoring solution that leverages industry standards and best practices to make your content usable, flexible, manageable, and portable. It is designed to help content

* creators who have to keep content relevant and up to date, and
* consumers who have to quickly find, understand, and use it.

**Our Core Service**

We partner with you to define, design, and build solutions that fit your budget and infrastructure. We then equip your organization with the tools and training needed to maintain and grow your new content using sustainable practices.

Our team of communication experts and information architects are highly-skilled and experienced in

* information governance
* content strategy
* topic-based structured authoring
* taxonomy and metadata design
* content audits and inventory
* new media publishing, and
* content lifecycle management**.**

**Where does Precision Content™ work?**

Precision Content™ has been used in these credit union functions:

|  |  |
| --- | --- |
| * Board level policies * Training and onboarding * Retail and commercial lending | * Anti-money laundering * Call center content * Branch operations |

**The Benefits**

Start managing your content like an asset using Precision Content™ and realize benefits including

* improved quality and accountability
* improved findability and ease of use
* savings in creating, sharing, and maintaining content
* better consistency, compliance, and accuracy, and
* extensive multi-channel publishing capabilities from a single source to Web, PDF, Wiki, Microsoft SharePoint, Microsoft Word, eBook, and many others.