

Project Brief: MRM



MRM (Member Relationship Management) Project

A Complete View

A Maestro MRM implementation can help your credit union develop an organizational memory, which is critical for providing superior service. No matter who takes a member's call, your end user will gain a more complete and accurate view of the member's account details, service activities, and other interactions. With the help of Maestro, you'll avoid the frustrations that result when members must reiterate their issue or question each time they contact the credit union or work with a different staff member.

Familiar Environment

Through Maestro, your front-line staff will be able to view, edit, and create service events within the teller solution they're already familiar with and using daily. Leveraging your existing teller platform reduces training time and enables your staff to become productive with the new functionality quickly.

Improved Workflow

A Maestro MRM Project will help facilitate the resolution of service issues, by enabling your staff to easily work and manage queues containing the service issues their department has been assigned to handle. Your workflow can be configured to automatically route a service event to the department responsible for handling the required fulfillment – such as mailing information about a product or sending out a replacement debit card.

A Better Service Experience

The focus of a Maestro MRM Project is to help your credit union's front-line staff to better manage a member's service events – interactions that take place outside of financial transactions, such as a request for information or service. The Maestro team works closely with your credit union to tightly integrate your core system with the call center solutions that can make service more consistent.

Remote Option

The Maestro MRM functionality is also ideal for credit unions that choose to outsource their call center function to a third-party provider, whether full time, for after-hours calls, or to handle overflow volume. The remote option enables the credit union to interface the core system with a third-party call center solution. As a result, the call center staff gains access to the same complete, accurate view of the member's account details and his or her service activity, in real time.

MRM Features:

- Enables the credit union to create an organizational memory
- Allows you to easily log, track and manage member service activities
- Enhances your 360° member view
- Enables improved member service based on accurate, real-time data
- Integrates with third-party call centers

Improved Service

A Maestro MRM project can help your credit union ensure a higher level of service, whether that service is delivered through an in-house or remote call center. Both your own staff and a third-party call center's staff can use the MRM functionality to handle a member's request accurately, based on real-time data from your core system.



Arrange for a demo today! Contact
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