



**Return on Investment Study**  
 1st United Services Credit Union  
 Pleasanton, CA



Implementation: **Member web site**  
 Implementation Date: **April 2004**

SilverCloud Usage	May-04	Jun-04	Jul-04	Aug-04	Sep-04	Oct-04	Nov-04	Dec-04	Jan-05	Feb-05	Mar-05	Totals
New Questions Asked	35	34	21	35	30	31	37	22	28	35	49	357
Auto-answered Questions	230	258	410	314	244	344	351	304	242	280	308	3,285
Number of new Q&As Recorded	15	24	12	16	15	15	20	8	7	12	20	164
Auto-answered Percentage	85%	87%	95%	89%	88%	91%	89%	93%	88%	88%	84%	89%
Total Volume of Q&As	265	292	431	349	274	375	388	326	270	315	357	3,642
Savings*	\$ 1,840	\$ 2,064	\$ 3,280	\$ 2,512	\$ 1,952	\$ 2,752	\$ 2,808	\$ 2,432	\$ 1,936	\$ 2,240	\$ 2,464	\$ 26,280

\* Savings calculated at \$8.00 of cost per phone call

Top Questions	Views
What is the credit union's routing number?	315
What positions are currently available at the Credit Union?	296
Can I get my credit card interest rate lowered and do you match other credit union's interest rates?	230
What if I do not have enough funds in my account when payments are posted?	177
Does the credit union offer any benefits to its employees?	138
Where can I find a list of your branch phone numbers?	119
How do I change my address on line ?	84
How many branch locations do you have?	69

