



Return on Investment Study

Kennedy Space Center Credit Union
Merritt Island, FL
\$333M in assets



Implementation: **Member web site & internet banking**

Implementation Date: **Sep 2004**

SilverCloud Usage	Sep-04	Oct-04	Nov-04	Dec-04	Jan-05	Feb-05	Totals
New Questions Asked	7	41	34	33	35	30	180
Auto-answered Questions	9	613	533	579	778	674	3,186
Auto-answered Percentage	56%	94%	94%	95%	96%	96%	95%
Total Volume of Q&As	16	654	567	612	813	704	3,366
Savings*	\$ 10	\$ 2,860	\$ 2,495	\$ 2,730	\$ 3,715	\$ 3,220	\$ 15,030

* Savings calculated at \$5.00 of cost per phone call
Kennedy Space Center has decreased their incoming member emails by close to 90% thirty days after implementation.

Top Questions	Views
I forgot my password for online banking, what should I do?	291
How do I retrieve my electronic statement?	272
What is the Credit Union's routing number?	248
I know I'm using the correct Username and Password but I cannot get logged in.	152
I'm trying to set up a payee, but when I search for the name, I can't find it in the database.	110
How can I order checks?	81
Are there any service fees for using Online Banking?	67
How do I sign up to pay my bills online?	62

