



DESERET FIRST OFFERS CONVENIENT TEXT MESSAGING FOR MEMBERS WITH TANGO NETWORKS SOLUTION



CASE STUDY

As a successful, growing financial services organization, Deseret First Credit Union has a laser-like focus on delivering exceptional service for its members.

With 69,000 member-owners in the Salt Lake City, Utah, credit union, Deseret First is constantly looking for ways to give its members more convenient ways of interacting with the credit union's staff.

That's why the credit union implemented a new, flexible channel for communicating with members by text messaging.

Consumers increasingly prefer to communicate with companies by text messaging. It's a fast, convenient and simple way to connect with customer service, to place product orders, or to check on an account status.

Trent Jensen, Deseret First's network administrator, wanted to make it possible for employees at the credit union to send and receive text messages with members to make customer service more convenient and efficient.

"A missed phone call from a member would delay a loan closing or other important transactions," Trent says. "Our loan officers and account managers were playing phone tag with members. We really needed a way to make these interactions much more efficient."

Expanding the Power of Cisco Collaboration

As Trent researched ways to allow employees to use text messaging with members, he came across Tango Networks Enterprise Text Messaging (ETM) solutions.

Deseret First had already streamlined much of its internal communications by deploying the Cisco Collaboration solutions Webex Teams and Jabber. These tools allow employees to message one another and collaborate more efficiently.

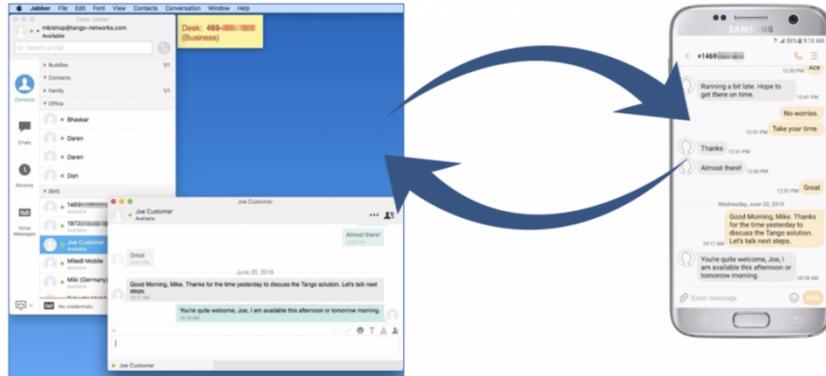
With Tango Networks' ETM solution, users of Cisco Jabber and Webex Teams can send and receive SMS text messages with anyone on any mobile phone.

"With the Tango Networks' solution, our employees could use their existing Cisco clients to send and receive texts from their existing business numbers," Trent says. "It makes those Cisco Collaboration solutions even more useful for our team. The Tango Networks' solution has opened up an important and convenient new way for our members to communicate with our team."

Seamless Message Conversion

The Tango Networks' ETM service operates by automatically converting Jabber or Webex Teams instant messages into SMS texts that are then sent on the mobile network. The messages come from employees' business numbers, ensuring the credit union's communications are professional and seamless. Inbound SMS texts from members are converted into Jabber or Webex Teams messages for employees to review and respond.

Deployment of the new SMS texting solution was incredibly easy because it is entirely cloud-based and requires no special integration or difficult configuration steps. And the user experience is highly intuitive and simple.



"Our users were actually turned up and some of them were using the service before we could even schedule training for them," Trent says. "That's how easy it is to deploy and use the service."

Since the roll-out of the SMS texting capability began, employees have responded enthusiastically. "Our employees love the SMS functionality," Trent says. "We started with a few pilot groups and as other departments have heard about the technology, they all wanted to have it."

A major benefit for Deseret First is that the Tango Networks' solution supports both Jabber and Webex Teams messaging. The credit union operated a hybrid of the two collaboration solutions at the beginning of the project with the intent of migrating all users to Webex Teams. Trent accomplished this migration quickly and the Tango Networks' ETM solution helped ensure a smooth transition.

Simple Deployment Unlocks New Communications

"Working with the Tango Networks team members is amazing," Trent adds, describing his experience in engaging with Tango Networks to deploy the service. "They are incredibly responsive and go above and beyond to ensure we are happy with the service."

"Now our employees can use text messaging to communicate quickly and in the manner our members want. The new text messaging solution is vital to the success of our organization."

To learn more about Tango Networks' solution for SMS texting with Cisco Collaboration tools, visit <http://www.tango-networks.com/solutions/enterprise-text-messaging-solutions/>

For more than a decade Tango Networks has been a worldwide innovation leader in solutions that enable businesses to adopt mobile communications for greater efficiency and productivity.

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