

LOCATION

Minnesota

OVERVIEW

Affinity Plus Federal Credit Union has 23 branches with over 300 employees throughout the State of Minnesota. The member advisors need to access 30 applications that have independent login credentials.

NEEDS

Affinity Plus needed a solution that would provide member advisors with secure and easy access to applications. They also wanted to:

- Increase productivity
- Improve customer service
- Reduce IT costs

DIGITALPERSONA PRODUCTS

DigitalPersona® Pro

"Fingerprint authentication allows us to provide quicker service, resulting in a positive experience for our members."

*Brian Peter
IT Team*

Access and Service Challenges

Affinity Plus Federal Credit Union member advisors access up to 30 applications when processing member requests. Each application has a unique login, creating frustrating situations when advisors forget passwords.

In addition to negatively affecting customer service, forgotten password calls inundated the helpdesk for resets. Affinity Plus needed a solution that would provide their employees with a convenient method for logging into applications, while still securing access to the confidential member data.

DigitalPersona Fingerprint Identity Solution

Affinity Plus evaluated several biometrics solutions and in 2007 they selected DigitalPersona Pro because it was the only one that offered central management.

They were also able to seamlessly integrate DigitalPersona's solution with their 30 web applications.

DigitalPersona's fingerprint identity solution provides Affinity Plus with fast access and transaction accountability.

Benefits

- **Increased Productivity** - member advisors are able to assist 25% more customers.
- **Improved Customer Service** - members have a better experience because advisors can quickly process their requests.
- **Reduced IT Costs** - forgotten password calls have been eliminated.

The Results

Fingerprint biometrics allows Affinity Plus member advisors to quickly access information. This provides a positive experience for the member which is important for retaining customers.

Employee acceptance has been very high because the fingerprint readers are easy to use and they simplify access to applications. Helpdesk costs have been significantly reduced since employees no longer have to remember numerous passwords.

"Prior to installing DigitalPersona Pro, the helpdesk received more than 40 calls per day for forgotten passwords," said Brian Peter, IT Team, Affinity Plus Federal Credit Union.

About DigitalPersona

DigitalPersona is the leading provider of fingerprint identity solutions for enterprises, point-of-service application developers and consumers. The company offers software and hardware that protects people and businesses by enabling them to control their digital identities. For end users, DigitalPersona provides strong identity protection that's uniquely easy to use; the company's business solutions help organizations address growing security, compliance and loss prevention demands. DigitalPersona's award-winning technology has been used worldwide by over 95 million people, and its solutions are offered by market-leading manufacturers such as HP, Dell, IBM and NCR.