



PegaWorldiNspire

From Minimum Lovable Product to **MANY** Lovable Products: A Three-year Journey by BECU

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BECU founded in 1935 by 18 employees at Boeing Company during the Great Depression to help people with small loans to purchase tools and support everyday needs – ***the first loan was \$2.50***

As a member-owned, not-for-profit financial cooperative, BECU is guided by the credit union philosophy of “**people helping people**”

Putting people over profit guides our everyday business decisions. Unlike many privately owned financial institutions, we are **owned by our members**

As a cooperative, we bring people together to **improve the financial well-being** of our members and their communities

4th largest credit union in the US by asset size (2022)

The three larger credit unions are national credit unions whereas BECU is regional in just a few states

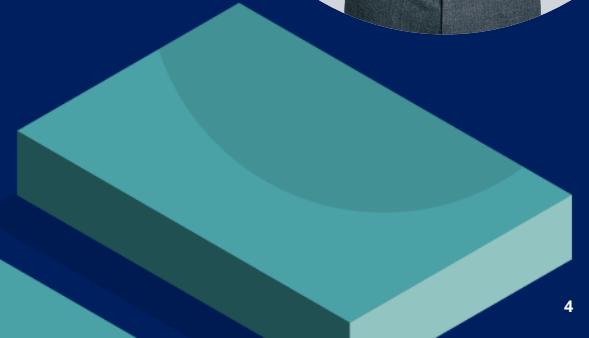


Why we chose Pega



What Was Our Initial Need?

- **System consolidation**
 - Employees using too many systems to assist members
- **Member view**
 - Outdated home-built system similar to 360 view
- **Microsoft dynamics**
 - CRM housing very few processes, including mortgage referrals



Why We Chose Pega

- Robust process management capabilities
- Current state included too many manual processes
- Seeking strong case management capability
- Lower cost for value per employee
- Total software package allowed for growth
- Simplicity of low code and OOTB provided value with little customization
- Growing our agile skill set



Our MLP Approach

Learned the concept of “minimum loveable product” (MLP) at Pegaworld 2018

MLP 1 – lead management process was the first process to replace legacy systems

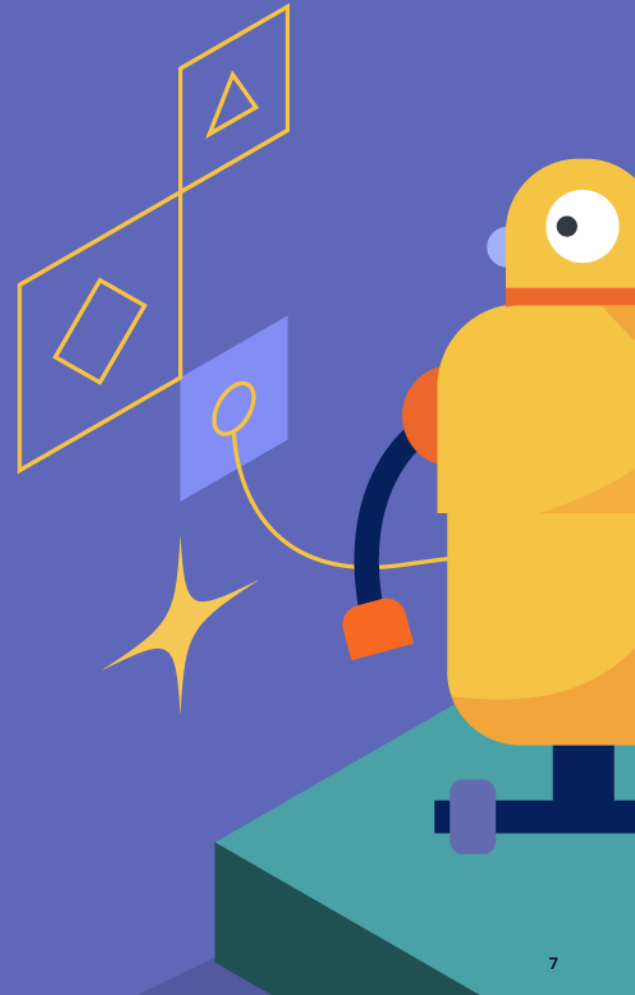
- Created member platform foundation
- Consolidated six processes to one
- Built some starter integrations
- Users began using Pega and adjusting on small functionality
- Added link to prior systems for ease of navigation during transition

The MLP build & release took 10 months

Sales increased!



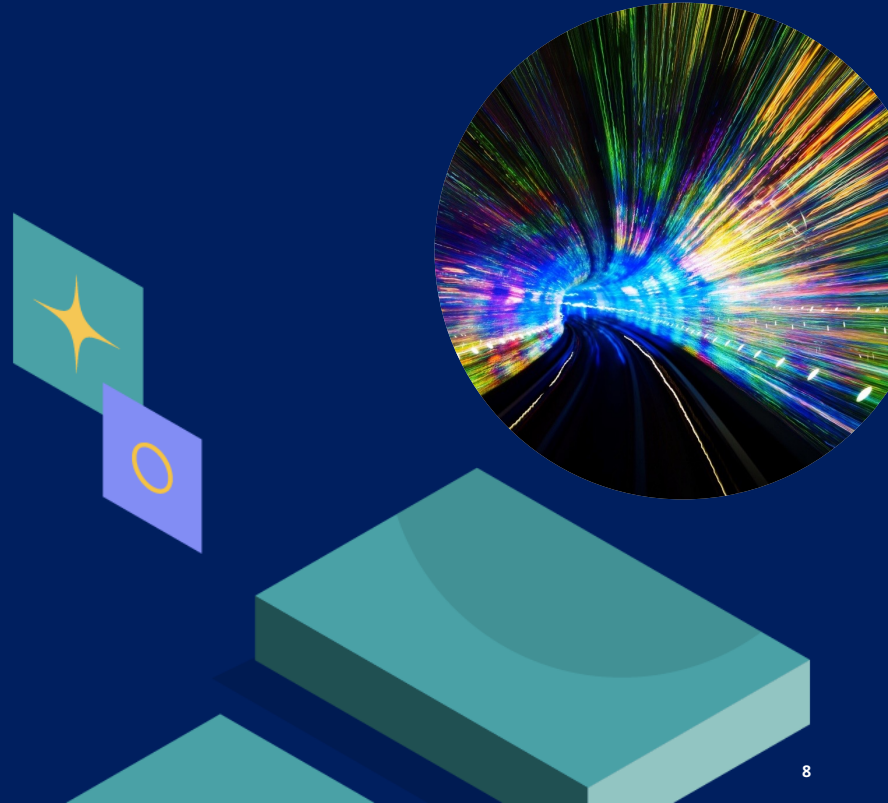
From minimum
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Moving to Full System Consolidation

Embarked on replacing all functionality & retiring two existing systems

- Full Pega customer service platform
- Pega complaint management process
- Screen pop for contact center
- Debit card access limit exception process
- Visa real time payments
- International wire transfer disclosures
- Check order process



And Beyond...

- Campaigns
- Interaction tracking – date of last contact
- Travel notifications
 - Deployed April 2023
 - Soft employee **savings of \$865,000** per year, investment was ~\$300,000
- Debit card display feature
 - Saving **one minute** per interaction involving a debit card
- Debit card dispute process
 - Claim automation savings equivalent to workload of **4 employees**



Into the Future...

- Member Verification with fraud detection software
- Debit Card Ordering
- Digital Messaging – replacing existing vendor (Chat/Messenger)
- Customer Decision HUB



Overall Success

- Employee efficiency has greatly improved, resulting in **millions of dollars** of soft cost savings
- Employees see ease of use which improves job satisfaction and **reduces burn out and turnover**
- **Improved sales** from the create a lead and campaign processes
- The **return to members** is around:
 - More **efficient** service,
 - **Appropriate** product recommendations,
 - Ability to be served **promptly** when specialists are needed



Lessons learned



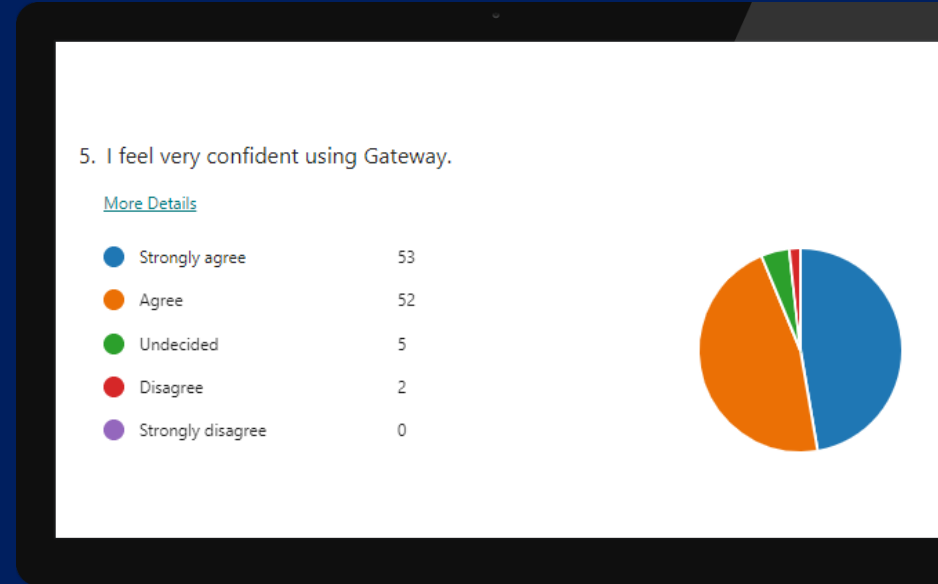
Lessons Learned

- Select the best implementation partner
- Build a plan to become independent of your implementation partner
- Be prepared for technology scope
- Resources for integrations and reporting – 50% of your team
- Every scrum team needs a full-time PO and PM (Agile Practitioner)
- Right size the team – 2 small teams off one backlog instead of one large team
- Incorporate all skill sets into each team – separating skill sets on teams was less successful (integrations/Dev)
- Leverage OOTB with little to no customization



Survey Says!

- BECU sends four surveys per year to 25% of employees
- Utilize modified system useability industry standard software questions
 - 86% of users say Pega is **easy to use**
 - 75% of users say the various functions are **well integrated**
 - 88% of users say Pega is **easy to learn**
 - 93% of users **feel confident** using Pega → ***This score beats all of our prior vendor confidence levels***



Survey says!

“Quick and easy to find information”

“Easy to see who recently helped the member”

“Very user friendly”

“Intuitive, easy to learn”

“Detailed information”



Summary



- Focus on MLP approach
- Plan for technology needs and integrations
- Choose good implementation partners
- Prepare your users for change and stay close to their needs before and after each release



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