



Credit Union Delivers Excellent Customer Service

Several years ago, America First Credit Union reached a point where its operating philosophy crossed paths with its operations. The Utah-based credit union had to find a way to compete with banks who were beginning to realize substantial profits by charging heavy fees, while continuing to adhere to its history of providing the best value for its members.

By choosing Lawson® Financials and Human Resources, America First made the initial step towards developing a system that would help them better compete.

“Since we converted to the Lawson Human Resources Suite in 1993, a non-stop mill of reporting has evolved. Compared to our old system, we now have access to a very sophisticated set of information, which helps us make better decisions when it comes to hiring, salary ranges, annual increases, and, in general, the way we compete,” states Thayne Shaffer, Controller, America First Credit Union.

Improving Productivity

The ability to provide operational data to capture, administer and analyze the credit union’s current status, as well as disseminate that information to key stakeholders has created significant improvements in America First’s ability to stay ahead in the changing landscape of the credit union industry.

“We have approximately 96 managers, including 46 branch managers, and 17 division and upper level senior managers. We deliver a monthly report to each manager. They know exactly what positions have been budgeted, authorized, are open and need to be filled,” says Shaffer.

“We truly have used Lawson to contribute to the decision making of the company, not only strategically, but tactically as well. Now, we get information out of the Lawson system and to decision makers instantly.”

Thayne Shaffer, Controller America First Credit Union

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The human resources department is able to provide important data to each hiring manager, allowing them to better determine the actual needs of their respective branches.

"Salary information available in Lawson helps us do comparisons, keep our eyes on where our general employee levels are at all times, and it keeps us in the market – and it's a tough market in Utah right now."

Real Solutions at Work

Over the years, America First has found that utilizing Lawson solutions has fundamentally changed the way they do business — for the better. Although the America First/Lawson relationship was forged years ago, the benefits are still being realized today.

"Both the accounting department and the human resources department, which are the two main users of Lawson, have really focused on contributing to the decision making that occurs within the organization, as opposed to just processing people and transactions the way we did 10 years ago," observes Shaffer.

About America First Credit Union

America First Credit Union, the second largest Utah-based financial institution, has 46 branches and over \$2 billion in assets. Founded in 1939 and initially servicing federal employees, America First Credit Union has expanded their field of membership to serve members throughout Utah and southern Nevada.

Web site: www.americafirst.com