



NEWS RELEASE

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**CMC AND NAFCU SERVICES RELEASE FREE PODCAST:
'TEN BEST PRACTICES FOR CREDIT UNION CALL CENTERS'**

WASHINGTON — CMC and NAFCU Services Corporation recently unveiled a free podcast discussing the best ways for credit unions to maximize their investment in call centers and enhance member relationships. CMC is the NAFCU Services Preferred Partner for credit card processing.

The free podcast is available online at www.nafcu.org/cmc and at <http://nafcuservices.podbean.com> (with show notes and links).

The podcast features an interview with Kevin Linde, vice president of operations for CMC and an industry expert on call centers. Linde provides a set of best practices for credit unions to follow to ensure their call centers are performing at maximum effectiveness.

“Consistency and integration are key components for providing superior service,” said Linde. “Call center personnel should be focused on the core values of the credit union and leveraging other ongoing marketing efforts. If you’re out of step with either, you’re not taking full advantage of your call center.”

“Along with front-line tellers, call centers are a critical touch-point between a credit union and its member,” said David Frankil, president of NAFCU Services Corporation. “At a time like this, both credit unions and their members can benefit from more effective communication to address changing financial needs and opportunities.”



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CMC provides servicing solutions and product engineering for financial institutions and retailers for credit card, debit card, merchant and private label programs. Through its multi-channel contact center, CMC provides multi-lingual customer service, collections, fraud prevention, and other back office services to thousands of clients in the United States, Canada, Mexico and Brazil. For more information, please visit www.cmcone.com.

NAFCU Services Corporation is a wholly owned subsidiary of the National Association of Federal Credit Unions (NAFCU). Since 1975, NAFCU Services has partnered with the industry's leading solutions providers to offer value-added products and services at a discount to credit unions. Currently, it offers 28 Preferred Partner programs to the credit union community. For more information about NAFCU Services Corporation, please visit www.nafcu.org/nafcuservices.

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