Virginia Credit Union Drives Enhanced Member Experiences and Drastically Reduces Skimming Attacks

"Members first" has always been the focus at Virginia Credit Union (VACU), which designs financial products and services to guide members in their financial lives. As a member-owned cooperative, VACU takes a consultative approach that differentiates it from other players in its market. To protect its members' accounts and information, VACU was an early adopter of fraud and security solutions by implementing our DN ActivEdge® card readers. The growing credit union is addressing uptime and cash management with Diebold Nixdorf solutions that are positioning the financial institution for the future. "Since its inception," notes Jason Rooke, VACU's Manager of ATM Operations, "VACU has moved at a faster pace than other larger banks in our area as far as deposit automation, digital cash envelopes and future-proofing for a more mobile environment."

Overview

Virginia Credit Union (VACU)

Richmond, Virginia, USA

$4.5 billion total assets (2020)
20 branches throughout Virginia
55 self-service devices
500+ employees

CHALLENGES

Increase ATM availability to deliver the experience members expect

Protect member's data from skimming attacks and ensure always-on compliance

Address cumbersome, time consuming, cash management processes not delivering the reduced residuals the credit union desired

SOLUTIONS

Delivery and Installation of 55 DN ATMs (DN Series amongst others), including ActivEdge card readers on each of them to secure self-service banking environment

First Line and Second Line Maintenance powered by DN AllConnect℠ Data Engine, Monitoring and Event Management, Integrated Service Desk, and Software Deployment

Cash Related Services to optimize the end-to-end cash management process, including supervision of cash in transit

Entry level Marketing Solutions

IMPACT

Improved availability and reliability of self-service devices, from the low-90s up to 98%, with a substantial reduction of out-of-service events

No skimmer-related fraud since implementing ActivEdge

Enhanced security for consumer data leading to stronger consumer confidence and trust in the brand

Accurate end-to-end cash management that has reduced money in circulation and related cost

DieboldNixdorf.com

INCREASING AVAILABILITY TO 98%

VACU constantly seeks to improve consumer experience and identified ATM availability as an opportunity to do better. Based on Diebold Nixdorf's guidance and expertise from local technicians, the team at VACU opted to upgrade the memory and speed of their ATM fleet, which consists of 100% Diebold Nixdorf ATMs.

DEFEATING SKIMMERS WITH DN ACTIVEDGE CARD READERS

VACU is an early adopter of security technology. A few years ago, as the number of skimming attacks in North America was rising, the credit union started exploring how they could protect their ATMs from attacks and clients' card data from being stolen. They landed on DN ActivEdge card readers, the world's leading anti-skimming security solution. The move helped enhance credibility among members, as VACU invested the time to educate members on the considerably improved security and how to use the new card readers. Within a few years of installing ActivEdge on all VACU ATMs, the region saw a spike in skimming attacks—but not a single machine from Virginia Credit Union was hit. "We have not had any skimmer-related fraud since implementing ActivEdge, and from the perspective of our members and other ATM users, I firmly believe it builds a level of comfort knowing we, as an institution, are doing everything we can to respond to our members' financial concerns," Rooke says. "I think this impressively showcases the benefits of ActivEdge."

AUTOMATING CASH MANAGEMENT & REDUCING RESIDUALS

VACU System Engineering Manager Mike Keeler was dedicating at least an hour every day to cash management because there was no advanced tool to track and forecast cash usage across the ATM network. Intending to strike the right balance between cash availability and its cost, the credit union opted to outsource end-to-end cash management to Diebold Nixdorf. Now, Keeler's time can be reallocated to other operations and there is accurate forecasting to ensure the right amount of cash is in the right ATM at the right time. The result is reduced residuals and less money in circulation. Plus, with cash levels meeting ATM demands, VACU is not experiencing jamming and other cash dispensing issues due to overloading patterns.

Now, VACU is considering shifting security operations to DN AllConnect Managed Security Services. And Keeler says that after implementing Vynamic® Marketing software, which allows the credit union to create email and text receipts, VACU is also planning on rolling out Vynamic Journal, as well. "All of this is building the foundation we need to enhance that member experience, which is our ultimate goal," he says. "Now with the uptime and confidence in our systems, we are building even more customer confidence and we are advancing in the direction where the world is headed."

As for the future, VACU believes cash recycling will be essential for maximizing operational efficiency and giving members the convenience they desire. "Once the technology receives network certification," Rooke notes, "we can enable cash recycling easily and quickly, thanks to the flexibility of DN Series™ ATMs."

VACU values the hardware, software—and the partnership, Rooke explains. "We trust not only Diebold Nixdorf's hardware and software solutions but especially their technicians. The relationships we have and the work they put in to help us head in a successful direction is invaluable," he relates. "We cannot say enough about the Diebold Nixdorf team that has partnered with us for the long term."

"By upgrading the software and devices—and doing the work holistically to improve the ATM environment as Diebold Nixdorf recommended— we are hitting our 97% to 98% availability goal, and that is not just on serviceable hours but extended over the full 24-hour period."

—**Jason Rooke**, Manager of ATM Operations, Virginia Credit Union

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