



St. Lawrence
Federal Credit Union

Where people are worth more than money.

ST. LAWRENCE FEDERAL CREDIT UNION, OGDENSBURG, NEW YORK

With upgraded self-service technology, a credit union increases deposits and member satisfaction

“We strive to make the member experience the center of everything we do and we do everything we can for our members. It’s our major goal.”

Tim Felt,
Chief Operations Officer

It all started in 1954, when 8 employees at St. Lawrence State Hospital contributed one share each, valued at \$5, to launch the St. Lawrence State Hospital Employees Federal Credit Union. Since then, the credit union has evolved into a community charter to benefit “persons, who live, work, worship, or attend school located in St. Lawrence County.”

Located in upstate New York—a county larger than Rhode Island in the beautiful Adirondack Mountains—the credit union has 10,230 members and four branches that employ more than 40 employees. It boasts assets of \$170 million and deposits of \$138 million and has remained significantly above the well capitalized level for many years.

“We strive to make the member experience the center of everything we do and we do everything we can for our members,” says Tim Felt, chief operations officer for St. Lawrence. “It’s our major goal.”

Branch growth and transformation

Until recently, growth in the credit union’s membership was static, averaging 20 new members annually. “With the installation of a new branch and new products and services, we’ve seen significant growth, topping 250 members last year,” Felt continues. “We expect to top that again this year.”

To better serve members, the credit union has invested in upgrading and expanding its physical infrastructure and services.



In 2014, a branch renovation and expansion took place at the headquarters location in Ogdensburg. The credit union also opened a new branch in Potsdam in 2017.

The 2,700-square-foot branch has a less-than-traditional look and offers members the option of conducting their business by phone, computer, or tablet. At the branch, members are greeted at the door by representatives and directed to teller pods for their transactions.

“We don’t have a teller line,” says Felt. “Instead, our universal service representatives roam the lobby area, directing members to free-standing teller pods, where they can help them with their transactions.” If a member needs to apply for a loan or to open an account, they’re invited to a meeting in an office. The new branch also offers business deposits and lending to local businesses.

“The idea is to be more open for members,” says Felt. “We recently had a member appreciation day and members

told us they really like the more open design,” says Felt. “It’s helped us build relationships.”

Cummins Allison technologies serve as transformation objectives

Investment in member-centric technologies has allowed SLFCU to not only differentiate their offerings, but increase visits to the branch, providing an opportunity to discuss other value-added services with members.

“We have self-service coin counting at two of our branches,” says Felt. “The only other machine in the area is at a local supermarket and collects 10 percent of the customer’s coins. At our credit union, the service is free for members and nonmembers pay an 8 percent fee.”

Felt acknowledges that non-members who learned about the coin later became members. “It does create new members,” says Felt, who also has made it a point to offer coin machine services to members of community services like the local D.A.R.E. program.

At the branch, members are greeted at the door by representatives and directed to teller pods for their transactions.

In addition to the self-service coin machines, the credit union added deposit capability to its branch ATMs. “We only had night drop before,” says Felt. Now, each of the ATMs at our four branches takes deposits.” SLFCU also has a cash-only ATM at a retail business in Ogdensburg.

Members responded quickly and enthusiastically to the new deposit feature. “Our deposits have grown steadily over the last year as more and more people learn about them,” says Felt. One branch, in particular, experienced an increase in deposits of more than 150 percent over an eight-month period. “Our new Potsdam branch saw a similar incline,” Felt continues.

The changeover to Cummins Allison has been profitable for St. Lawrence. “And our members are glad we changed,” says Felt. “We’ve come a long way.”

To learn more about Cummins Allison’s solutions, contact your local representative or visit: cumminsallison.com/atm cumminsallison.com/moneymachine



852 Feehanville Drive Mt. Prospect, IL 60056 T 800 786 5528 cumminsallison.com

Technology innovators and efficiency experts, Cummins Allison transforms the way coin, currency and checks are counted, sorted and authenticated, and our expanded portfolio includes full-function ATMs. Leading financial, retail and gaming organizations rely on us for the fastest and most accurate solutions in the industry. Our global footprint includes headquarters near Chicago, more than 40 offices in the US and a presence in over 70 countries worldwide. Since 1887, we’ve been dedicated to quality, reliability and the highest level of customer satisfaction.