CASE STUDY

OnPath FCU's Journey to an Elite Contact Center with Eltropy Voice +

OnPath FCU turned a post-merger meltdown into a contact center transformation by deploying Eltropy Voice + to streamline routine calls, resolve issues faster, and deliver a member experience that truly reflects their mission.

74%

Fewer Abandoned Calls

(With Eltropy Voice + in Just Three Months)

60%

Faster Response Time

[Smarter Routing. Faster Answers. Happier Members.]

27%

Drop In Call Handle Time



Background

OnPath Federal Credit Union was founded in 1961 as ASI Federal Credit Union to serve the workers of a Louisiana shipyard. For over six decades, they stayed true to what community credit unions do best: show up, support, and build trust with their members. By the time they rebranded in 2019, they crystallized that identity into a simple mission: guiding members toward financial success.

However, as they merged with Louisiana Federal Credit Union, it triggered a core system conversion at a scale their contact center was never designed to handle. **Thousands of new members landed on the platform at once**, each needing new account credentials, support, and reassurance.

Challenge

Contact Center Crisis Of A Modern Credit Union

The merger drowned OnPath's current well-intentioned but overwhelmed contact center in a flood of calls, and it exposed every crack in it. Thirty different **phone numbers routing inconsistently, massive IVR trees, and members forced to navigate multiple options just to reach a human**, even for simple tasks like checking balances or making payments.

While the team cared deeply about the member experience, the platform required a vendor ticket for every IVR update, slowing response times and preventing real-time adjustments during peak demand.

And the data coming out of the system was just as unreliable. Members were pressing whatever options got them to an agent fastest, making **call intent nearly impossible to capture accurately**. Without reliable visibility into why members were actually calling, it was difficult to identify what to automate, where to focus staffing, and how to get ahead of member needs rather than simply react to them.

OnPath had the mission, the team, and the scale to deliver exceptional service, but lacked a platform built to keep up and the control to act on it.

Solution

After evaluating multiple vendors, OnPath chose Eltropy to rebuild its contact center around one clear standard: get members where they need to go, fast.

“I want my member to be able to call us, choose the option they want, and be in a queue for a person within 30 seconds.”



Jon Sulfsted

Director of Enterprise Applications

At the core of that transformation was **Eltropy Voice +**. It delivered the full infrastructure OnPath needed - smart skill-based routing, priority queues, real-time live dashboards, a callback option so members never had to sit on hold, and so much more. The IVR was rebuilt from the ground up using Voice+, which cut through the multiple phone numbers and layered sub-menus.

This was more than a technology upgrade; it was a fundamental shift in how OnPath served its members.

The high-volume, routine calls that had tied up the queues were now handled instantly. But the impact went deeper than speed. OnPath completely shifted disposition tracking away from IVR button-presses and into the hands of agents, who used Eltropy's After-Call Work feature to tag every call with the actual reason a member reached out.

The result? **100% accurate data on member intent**, creating a reliable foundation to make smarter staffing decisions, identify automation opportunities, and build a smarter, more efficient, and scalable contact center.

Implementation

The Go-Live That Defied Expectations

In just three months, Eltropy helped OnPath complete a full platform conversion and build an elite contact center that felt smooth and surprisingly easy to adopt for their teams and members.



"This was the most seamless rollout I've ever had in my career, by far."

"We did our kickoff call in mid-August. We went live in November. So it was roughly three months, and we were able to get a whole platform conversion.

The Eltropy team never threw a wrench in there and said it can't be done. Whatever we need to do, we need to be a part of it. I've probably been through 50 conversions - system conversions, telephone conversions, all these different things. The training resources for Eltropy blew out everything that I've been a part of. That **Zendesk platform is amazing**. If you can't reach your account exec, you just type in a word, and your resources are right there."

Jon Sulfsted

Director of Enterprise Applications

Eltropy's training resources empowered the OnPath team to take ownership and move at their own pace with confidence - working through Eltropy's Zendesk knowledge base in pockets of time, downloading training videos and seamlessly adapting them for internal team enablement.

This wasn't just a fast rollout. It was execution at full throttle, with zero compromise, and impact from day one.

Results

A Contact Center Operating at Full Potential

OnPath enthusiastically embraced Eltropy Voice+ to streamline call flows and free their agents to focus on high-value interactions and relationship-building moments that require a human touch. With smarter routing keeping calls moving efficiently, agents became more available, **response times dropped**, and **member experience improved** from the very first weeks of go-live.

How Eltropy transformed OnPath's Contact Center

74%

Reduction in the Abandonment Rate

Dropping from 21.4% to 5.4% in just three months.

60%

Drop in Average Wait Time

Smarter call routing and IVR design freed agents for high-value conversations.

4 mins

Call Handle Time Achieved

A dramatic reduction from 5.5 minutes, driven by smarter routing that kept agents focused only on conversations that truly needed them.



Shorter Waits. Faster Answers.

Happier Members.

With Eltropy, OnPath redesigned its call flow to lead with streamlined IVR options, **giving members a chance to resolve their needs before ever joining the queue**. Those who needed an agent got there faster than ever, with no maze of menus standing in the way.

> “The biggest benefit that we've probably seen is the speed of the answer. The average wait time for calls to be answered is well over five minutes for months. Since we've gone to Eltropy, it's been under two minutes. So members are getting to us quicker to be able to get those answers,” said Jon.

The result? Abandonment rates dropped, first-call resolutions improved, and a contact center team that had been white-knuckling through the queue now has the clarity, capacity, and confidence to do its best work.



From Reactive Queues to Proactive Intelligence

Every call through Eltropy is now tagged with real member intent, not just what button they pressed to reach a human fastest, but what they genuinely needed. **For the first time, OnPath has 100% accurate data to build on**.

That intelligence is already changing how members are served. Long hold time? Offer a callback. Member applying for a loan mid-queue? Text them the link. Calls that once piled up are getting resolved faster than ever. And with every interaction, the system learns, making the **contact center leaner, faster, and more capable with every call.**

"Now I know the reasons that they're calling, and I can use that data to create a bot, something AI-related - to automate these options and get these calls out of our queue," said Jon.





Full IVR Control – Tested in a Crisis

Eltropy provided OnPath full visibility and control over the IVR, so they could respond to disruptions in real time - rerouting calls, updating messages, and **keeping members informed without tech delays**.

A notable example, when the solution proved to be indispensable, was when a power outage hit their main campus. Jon didn't wait for IT - he quickly logged in from a backup laptop, **rerouted calls to branch staff, and updated the IVR with a proactive message in minutes.** Members calling in knew exactly what was happening - no confusion, no dead ends.

That's what it means to have a contact center platform built for the real world, one that puts the power in your hands, exactly when you need it most.



Looking Ahead With Eltropy

OnPath Credit Union isn't slowing down; it's scaling with intent.

With ambitious goals of scaling up their membership, OnPath is building for a future where growth doesn't come at the cost of experience. That kind of scale demands more than disconnected tools and reactive systems; it requires a partner equipped with the infrastructure that can stay ahead of the demand.

"The only way we're going to get there is if this system can be scalable to get us to that point," says Jon. "And I believe Eltropy can."

That belief is already shaping what comes next. From Eltropy AI Agent to Video Banking and Appointment Management, OnPath is doubling down on a unified, AI-driven approach, choosing to invest ahead of need rather than patching gaps later. "I would rather buy something with the possibility of needing it later than have to add a third-party solution and muddy the water. Everything has just been Eltropy and us. And it's been really nice."

Because this isn't just about handling more volume. It's about building a **contact center that can serve more members without ever losing the speed, simplicity, and human touch that sets them apart.**

Let's Talk

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Agentic AI Platform
For Community Financial Institutions