



Virtusa and Pegasystems Help Digital Federal Credit Union Transform Member Experiences with Enhanced CRM System

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New CRM system will improve member services, reduce costs, and handle rapid membership growth for New England's largest credit union

CAMBRIDGE, Mass. & SOUTHBOROUGH, Mass.--(BUSINESS WIRE)--May 31, 2018-- [Virtusa Corporation](#) (NASDAQ GS:VRTU), a global provider of digital engineering and IT outsourcing services that accelerate business outcomes for its clients, and [Pegasystems, Inc.](#), the software company empowering customer engagement at the world's leading enterprises, announced that [Digital Federal Credit Union](#) (DCU), New England's largest credit union, implemented a state-of-the-art digital customer relationship management (CRM) system to enhance end-user experiences and improve staff efficiency. The new Pega CRM system will help DCU enhance member service, reduce costs, and improve onboarding efficiencies for new members joining the credit union.

"This system is the result of our innovation around how to approach transformation projects, the strong capabilities in Pega software, and the longevity, depth and breadth of our Pega CRM experience," said Vasana Srinivasan, executive vice president, Banking and Financial Services, Virtusa. "With the first phase of the system now live, DCU has a modern, integrated and responsible digital structure in place, designed to enhance user experiences for both members and employees. We look forward to continuing to work with DCU to further automate tasks and increase the level of service it can provide to its members."

[DCU](#) is one of the top 20 credit unions in the U.S. with over 700,000 members across all 50 states. It chose to replace its 15-year-old legacy digital CRM system with [Pega® Customer Service](#), which uses artificial intelligence to anticipate the needs of its members and provide optimal service recommendations in real time throughout the journey. The new Pega CRM system will improve staff efficiency and enhance end-user experiences.

"We're committed to innovation and providing our members and employees with an intuitive experience," said David Araujo, DCU's senior vice president of technology and innovation. "Virtusa successfully implemented our system in an accelerated timeframe by maximizing the use of Pega's out of the box capabilities, while minimizing the time and cost to market. We're excited to continue our digital transformation leveraging Pega's software and guidance from Virtusa."

Virtusa, a Systems Integration Partner, initiated the project with an Accelerated Solution Design (ASD) engagement that transferred DCU's existing capabilities and integrated internal and external systems into the new Pega CRM system, while rationalizing and simplifying workflows used throughout the credit union. Virtusa will continue to enhance the DCU member experience using interactive tools from Pega such as online chat, as well as improve efficiencies for DCU staff that service accounts and members. Virtusa will also provide DCU with additional oversight functions such as reporting and analytics, while continuing to integrate downstream systems into the platform. Virtusa has been a strategic partner of Pega for more than 18 years, providing systems integration services for clients deploying Pega solutions.

"With customer expectations at an all-time high, financial institutions need to deliver better customer service or put themselves at risk for customer churn. By implementing solutions that provide intelligent recommendations and end-to-end automation, financial institutions can guarantee consistently valuable experiences to secure lifelong customers," said Don Schuerman, CTO and vice president, product marketing, Pegasystems. "The value of Virtusa's expertise, along with Pega's industry-leading capabilities, will bring DCU's vision for superior service to their members to fruition."

Pega's end-to-end suite of [customer engagement applications for marketing, sales, and customer service](#) is powered by [Pega® Customer Decision Hub](#), its real-time artificial intelligence (AI) engine. Built on [Pega® Platform](#), the industry-leading application development platform, Pega's CRM solutions enable clients to anticipate customers' changing needs and provide personalized, AI-driven recommendations throughout the customer journey.

With more than 25 years of domain experience, Virtusa has delivered successful solutions that have transformed several global banks, top brokerage firms, and card and payment providers. Virtusa [works with banks and financial services firms](#) to transform them into market leaders through industry-leading business consulting, cutting edge solutions, and transformational technology expertise.

About Digital Federal Credit Union

DCU is a not-for-profit financial cooperative serving more than 700,000 members across all 50 states and by offering a full range of financial services to consumers and businesses, including banking, lending, financial wealth management, insurance, and realty products.

For more information on DCU, please visit www.dcu.org.

About Pegasystems

Pegasystems Inc. is the leader in software for customer engagement and operational excellence. Pega's adaptive, cloud-architected software – built on its unified Pega® Platform – empowers people to rapidly deploy and easily extend and change applications to meet strategic business needs. Over its 30-year history, Pega has delivered award-winning capabilities in CRM and BPM, powered by advanced artificial intelligence and robotic automation, to help the world's leading brands achieve breakthrough business results. For more information on Pegasystems (NASDAQ: PEGA) visit <http://www.pega.com/>.

About Virtusa Corporation

Virtusa Corporation (NASDAQ GS: VRTU) is a global provider of Digital Business Transformation, Digital Engineering, and Information Technology (IT) outsourcing services that accelerate our clients' journey to their Digital Future. Virtusa serves Global 2000 companies in Banking, Financial Services, Insurance, Healthcare, Telecommunications, Media, Entertainment, Travel, Manufacturing, and Technology industries.

Using a combination of digital strategy, digital engineering, business implementation, and IT platform modernization services, Virtusa helps clients execute successful end-to-end digital business transformation initiatives.

Virtusa engages its clients to re-imagine their business models and develop strategies to defend and grow their business by introducing innovative products and services, developing distinctive digital consumer experiences, creating operational efficiency using digital labor, developing operational and IT platforms for the future, and rationalizing and modernizing their existing IT applications infrastructure. As a result, its clients are simultaneously able to drive business growth through digital-first customer experiences, while also consolidating and modernizing their IT application infrastructure to support digital business transformation.

Holding a proven record of success across industries, Virtusa readily understands its clients' business challenges and uses its domain expertise to deliver innovative applications of technology to address its clients' critical business challenges. Examples include building the world's largest property & casualty claims modernization program; one of the largest corporate customer portals for a premier global bank; an order to cash implementation for a multinational telecommunications provider; and digital transformation initiatives for media and banking companies.

Founded in 1996 and headquartered in Massachusetts, Virtusa has operations in North America, Europe, and Asia.

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Source: Virtusa Corporation

Greenough
Amy Legere, 617-275-6517
alegere@greenough.biz

or
DCU
Ed Niser, 508-263-6881
eniser@dcu.org

or
Pegasystems
Ilena Ryan, 617-866-6722
ilena.ryan@pega.com