

CASE STUDY

Fibre Federal Flips Script on HR Chaos, Texts the Solution

When Fibre Federal Credit Union's HR team needed a better way to handle employee sick calls and leave requests, they turned to Eltropy's texting platform. The result was a dramatic reduction in response times – from several minutes to just seconds – and a complete transformation of their HR communications process.

Easy access

to accurate employee records with efficient documentation via Texting.

95%

less response time with Texting, from 3-5 minutes to just 10 seconds.

Enhanced

staff scheduling as Texting provides extended HR coverage and support.

Positive feedback

as employees enjoy hassle-free leave reporting without callbacks.



Background


Fibre Federal Credit Union serves members across Washington and Oregon, where complex and overlapping 'leave laws' require precise documentation and clear communication. With branches in both states, the HR department is tasked with managing leave requests and general communications for employees, each subject to varying state regulations. This made efficient, well-documented communication not just important, but essential.

Challenges

Fibre FCU's HR department struggled with an inefficient and often frustrating call-in process.

Each morning, employees would call to report absences, requiring HR staff to return these calls to gather necessary information. This led to a continuous cycle of phone tag, with HR often leaving voicemails for employees who had gone back to sleep. When they did connect, conversations were often lengthy as employees shared more details than necessary.

Documentation posed another significant hurdle. With no recording system for calls, the department had no way to verify what was communicated, leading to disputes about instructions for doctor's notes or return-to-work requirements.

A decorative graphic consisting of three overlapping squares in shades of purple and blue, located in the top right corner of the dark blue background section.

"Our process before Eltropy required people to call in if they were going to be sick. Once they called in, we had to call them back and talk to them on the phone to ask specific questions. We had people not answering when we called back because they went back to sleep, and we had people on the phone with us for too long, sharing more information than we needed."

Kellie Preheim

HR/Employee Relations Manager

Solution

After identifying these pain points, Fibre turned to Eltropy's texting platform for a more efficient solution. It allows HR staff to send text messages following simple guidelines about the required information for reporting absences.

They can quickly review these messages and respond using pre-defined templates for routine situations. This also provides secure file sharing for medical documentation and maintains confidential HR-only access to sensitive communications, resolving challenges with collecting doctor's notes.

"The customer success team at Eltropy has been absolutely phenomenal in helping us set up and optimize the platform," notes Preheim. "When we needed to keep HR communications confidential, they worked their magic to create a separate secure environment just for our department."


Document Sent



Results

The switch to Eltropy's texting platform has yielded substantial improvements across multiple areas.

Major Time Savings

The new system has slashed processing time from **3-5 minutes per call** to **just 10 seconds**.



"The efficiency is just phenomenal. Now it takes 10 seconds to analyze and look at a message rather than getting the call, listening to the voicemail, calling back, and possibly getting another voicemail if they're sleeping."

Tiffany Stephens

Talent Acquisition and Employee Relations Manager

Better Staff Scheduling

HR's staffing needs have been reduced, allowing more flexibility. "Before Eltropy, we needed two people starting at 7:30 AM on Mondays and 8:00 AM Tuesday through Friday to handle call volumes," explains Preheim. "Now we only need one person at 7:30 AM and another at 8:30 AM every day. This lets us extend our HR coverage later into the day, providing better support for our staff during afternoon hours – something we've wanted to do for a long time."

Stronger Documentation

Every communication is now documented and easily retrievable. "We have a lot of leave laws that overlap each other," notes Stephens. "It's important for us to know why somebody is out and to have that history. The texting platform gives us that documentation."

Results

Growing Applications

The HR team has expanded their use of the platform beyond sick calls. They now use it for inclement weather communications and leave management. Future plans include using it for recruitment communications.

"We haven't even thought of every way that we can use it. I recognize we're a credit union, so we still need that personal engagement before hiring someone, but for initial connections, texting is important. It provides a more professional communication channel than traditional texting while maintaining that personal touch."

Tiffany Stephens

Talent Acquisition and Employee Relations Manager

Positive Employee Response

Employees have welcomed Eltropy's new system, particularly those dealing with medical issues.

"We've gotten really good feedback that this has been a simpler, more efficient process," says Preheim. "When somebody really is sick, they want to let work know and then go back to bed or take care of themselves. They don't want the stress of staying awake waiting for HR to call back."

Looking Ahead

Fibre Federal Credit Union continues to find new applications for the platform. Their success has caught the attention of other credit unions, with many expressing interest after learning about the system's capabilities at industry conferences.

At a recent conference, when I explained our texting system, people were amazed. They kept asking, 'Wait, they can just text in?' It's clear that many credit unions are still looking for better ways to handle these everyday HR communications."

Kellie Preheim

HR/Employee Relations Manager

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