



Check It Out!

Volume 2, Issue 1

CUCBC Information Centre newsletter

March 2003

CUCBC and you

This quarterly newsletter, designed to help familiarize you with the services offered by the **Corporate Information Centre** at Credit Union Central of British Columbia, was well-received during its first year in 2002. We are pleased to continue to provide it for you.

In this year's issues, we will also focus on services available to you from other departments at Central. You will find our first "Spotlight on..." **HR and Training** on page 2.

The **Hot Topics** feature (on page 3) suggests materials, in various formats, on a particular topic of interest. This issue deals with that integral part of all of our lives at work - the telephone. If there are particular topics that you would like to know more about, please e-mail your suggestions to infocentre@cucbc.com.

Happy reading!

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Electronically yours...

Whenever possible, we try to provide you with the information you need in electronic format. Among the services we can provide you are:

- **InfoCentre Online** – the Information Centre website at <http://infocentre.cucbc.com>. Here you will find current issues of our publications, an electronic catalogue of our collection materials and periodicals, system statistics, including mergers, an overview of all of our services and much more. No password is required to access our website.
- **Daily News Service** – A compilation of links to relevant news stories from a variety of sources is e-mailed to requesters each business day.
- **Central Notes and Fact Finder** -- The bi-weekly system newsletter and a listing of 12 new articles you can request are available as electronic files and on our website. The electronic versions are sent out in advance of the print version.
- **Check It Out!** – If you are reading the print version of this newsletter and would prefer the electronic version, just let us know.
- **Research and teleconference notifications** – From time to time, information about free research and teleconferences from the Council on Financial Competition and other providers is e-mailed to those who have expressed interest.

E-mail infocentre@cucbc.com if you would like more information on, or would like to sign up for, any of these services. See you online!



Spotlight on...

Human Resources and Training

Central's Human Resources group provides multiple services to help credit unions and CUCBC departments develop a productive work environment and motivate top quality people at all levels. The department provides a wide variety of training courses and opportunities, and the CUDA program for Directors. Internal HR at Central is also the responsibility of this busy department.

Among the range of **HR consulting services** which this team of human resources experts provides are compensation design, performance management & measurement, recruitment services and many others. For a full description, see the HR Consulting Services page of the department website at <http://hr.cucbc.com>.

Training services provided by and through the department include a full range of courses for credit union staff in responsibility areas, such as lending, wealth management, sales and service, and management. Custom courses are also available. The department also facilitates courses in the Credit Union Director Achievement (CUDA) program and for the new CUSOURCE credit union knowledge network. The department website and the monthly electronic *Training News* newsletter provide details.

The department's **Internal HR Consultant** provides confidential assistance to Central managers and staff – don't hesitate to call!

Department staff are ready to help with all your HR and Training needs. For more information, visit the department website at <http://hr.cucbc.com> or e-mail hrinfo@cucbc.com.



Special Libraries at work

Most of us are familiar with school and public libraries in our communities. And academic libraries are an important part of any post-secondary education. But special libraries – like the CUCBC Corporate Information Centre – are much less well-known outside the organization they serve.

You might be interested to know that there is a whole network of special libraries, with very specialized focus and expertise. Connections to some of these other special libraries can help us in meeting your information needs. Here are just a few of the types of knowledge sources we may contact in working to help you...

- Law firms and related organizations – almost all law firms have libraries, with staff knowledgeable about legal resources in the firm's particular area of specialization. The Courthouse Library is an excellent source of legislative material. Other legal and regulatory bodies, such as government departments, ministries, and agencies, as well as regulatory bodies established in accordance with government regulations will often have libraries with a complete collection of materials relating to their area of responsibility. Examples include the federal Justice Department, and the B.C. Securities Commission libraries.
- Business libraries – Large firms have business libraries to support both the management and technical aspects of the work they are engaged in. Local examples include special libraries at business services firms, utilities, primary resource industry firms, and many more.
- Business divisions of large public library systems – An array of specialized resources is provided by the Business Division of Vancouver Public Library and other large public library systems throughout British Columbia.

International Special Libraries Day is celebrated each year on the Thursday of National Library Week in mid-April. This year, on Thursday, April 10, please join with us in celebrating the special relationship between businesses and the unique libraries that serve them.

The telephone is still an integral part of the workplace - whether you are dealing with co-workers, members or the public. For some hints on telephone etiquette, please see the article on following page.

The following resources may be helpful for you and your staff in giving your credit union a friendly and helpful "face" over the phone. To request copies of the two periodical articles noted below, e-mail infocentre@cucbc.com. Visit the Information Centre's electronic catalog on our website at <http://infocentre.cucbc.com> for other print and video materials on using the telephone appropriately and effectively at work.

WEBSITES FOR TELEPHONE ETIQUETTE

<http://telco.csustan.edu/Training/Video/etiquette.htm>

Four free web training modules presented by Lucent Technology. The first module is called "Conducting business over the phone;" Module 2, "Customer service"; Module 3, "Making effective telephone calls"; and Module 4, "Listening skills." All four modules run a total of 40 minutes, and they have provided a link to download Windows Media Player, which is all you will need to listen and watch this informative work.

<http://www.answer-plus.com/etiquette.html>

A pleasant telephone personality rates high ...naturally, all rules of telephone etiquette should be followed, this web site gives a few good pointers.

http://www.canoe.ca/LifewiseWorkEtiquette/eti_work5.html

Here are some telephone etiquette violators you may recognize, brought to you by the Etiquette Ladies web site.

WEBSITE FOR TELEPHONE MESSAGING ETIQUETTE

http://www.onlineorganizing.com/Organizer_Article_Telephone_Messaging.htm

Telephone messaging etiquette is a two-way street. Not only do you want to be clear and concise when leaving a message, you also want the greeting you are leaving to be clear and concise.

PERIODICAL ARTICLES ON TELEPHONE ETIQUETTE

"The Shopper Stopper," M.W. Hetherington, [ABA Bank Marketing](#), October 2001, 38.

"Don't let poor phone etiquette drive customers away," Roxanne Emmerich, [Selling](#), July 2001, 9.

Interested in knowing more, or would you like information with a specific focus? Just ask and we will be pleased to gather information just for you. Our contact numbers are on the following page.

Phone Techniques at work

Despite the growing use of e-mail and the Internet, few experts foresee the demise of what Bell Telephone employees call POTS: Plain Old Telephone Service. Excellent techniques can create strong rapport with callers. Remember these helpful techniques the next time your phone r-r-rings...

- **Give the caller your name.**

If you know their name, it's polite to give your name. This can be helpful if the call is accidentally cut off, they need to call again, or if they want to compliment you on your good service!

- **Smile into the phone.**

It really does effect the tone of your voice -- and your attitude about the call -- if you are smiling as you speak.

- **Keep your caller informed.**

If you need to keep the caller waiting, explain why.

- **Invite the caller to get to the point.**

After an appropriate greeting, help the caller by asking questions such as "How can I assist you today?"

- **Commit to the requests of the caller.**

Tell callers specifically what you will do for them and when you will get back to them.

- **Thank the caller.**

Try to find something to show your appreciation for the call -- "Thank you for taking the time to let us know your thoughts" can be a useful one.

- **Let your voice fluctuate in tone, rate and loudness to hold the caller's attention.**

- **Use "hold" very carefully.**

People generally do not like being put on hold.

- **Use friendly, tactful words that convey your interest in what is being said.**

Contact us – please!

The Corporate Information Centre is here to assist you in working for your credit union's success. Here's how you can reach us...

Credit Union Central of British Columbia
CORPORATE INFORMATION CENTRE

1441 Creekside Drive, Vancouver

2nd floor, near the stairs

Hours: 8:30 a.m. - 4:30 p.m. Monday-Friday

Fax: (604) 737-5966

INFOCENTRE ONLINE WEBSITE

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A two-page Information Centre services overview is available, in print or on the Centre website. Check it out!

To request a copy of the services overview or information about any Centre service, just e-mail infocentre@cucbc.com.