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CX innovation at Langley Federal Credit Union boosts satisfaction and loyalty

Langley Federal Credit Union has elevated its member and team member experiences by implementing CX Cloud from Genesys and Salesforce, unifying systems to improve efficiency, personalization and service quality. This strategic move supports the credit union's mission to build trust and deliver meaningful, empathetic financial support through streamlined, AI-powered interactions.

Faster

response times

More**personalized**

recommendations

IncreasedNet Promoter
Score

AT A GLANCE

Customer: Langley Federal Credit Union

Industry: Financial services

Location: U.S.

CHALLENGES

Improving personalization, Streamlining interactions, Providing information seamlessly to representatives

PRODUCT

CX Cloud from Genesys and Salesforce

CAPABILITIES

Artificial intelligence and automation, Inbound, Journey management, Outbound, Workforce engagement management

PARTNER

Salesforce

A unified solution powers personalized service

Langley Federal Credit Union is no stranger to the power of personal connection. As a not-for-profit, member-owned financial cooperative, its mission revolves around helping members save, borrow and spend wisely.

With a strong commitment to improving financial lives, Langley has long believed in the importance of building trust and delivering meaningful support. Now, having implemented CX Cloud from Genesys and Salesforce, the credit union is taking that commitment to a new level — creating more streamlined, personalized experiences that benefit both members and team members.

With CX Cloud, the credit union is seeing improved response times; increased operational efficiency and representative productivity; and enhanced interaction quality and effectiveness by providing representatives with immediate context and insights. It's also providing a more personalized and consistent member experience, strengthening member loyalty and satisfaction.

"The member experience is at the heart of everything we do," said Erling Amundson, VP of Member Experience at Langley Federal Credit Union. "Our mission is to improve the lives of our members, so delivering exceptional service, personalized support and convenient, trustworthy financial solutions isn't just important — it's essential."

"Our decision to implement CX Cloud from Genesys and Salesforce was driven by a strategic focus on improving both member and team member experience. We wanted to reduce complexity, enhance operational efficiency and give our teams the tools they need to better serve our members."



Erling Amundson

VP of Member Experience, Langley Federal Credit Union

A strategic approach to experiences

Members reach out for help with a variety of banking topics like account access, transfers and loan applications. But they're also looking for advice — from consolidating debt to planning for major purchases. The Langley approach ensures these moments are handled with personalized, knowledgeable support.

Whether someone is calling about everyday banking or seeking financial guidance on big life decisions, the credit union's dedication to members is visible in every interaction. "The member experience at Langley is centered on trust, personal connection and financial empowerment," said Amundson.

To ensure that members feel valued, Langley set out to create a more seamless, efficient member experience while supporting its frontline team members more effectively. That meant simplifying workflows and providing staff with a more complete view of each member's history.

Langley wanted a member experience platform that allows representatives to have call history, member data and AI-powered

tools all in one place — rather than having to toggle between systems. This would enable the credit union to meet its goals of faster service, deeper relationships and more confident, empowered conversations. Langley selected CX Cloud from Genesys and Salesforce as its core solution because it met that criteria and more.

“Our decision to implement CX Cloud from Genesys and Salesforce was driven by a strategic focus on improving both member and team member experience,” said Amundson. “We selected CX Cloud to streamline the representative experience, using one combined platform rather than switching between the phone system and CRM. We wanted to reduce complexity, enhance operational efficiency and give our teams the tools they need to better serve our members.”

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Moving from vision to action

Langley operates with an on-site contact center team across locations in Newport News and Virginia Beach, Virginia. Representatives in the contact center, branches and operations use CX Cloud and Salesforce, ensuring a consistent service experience.

Genesys provides the credit union with real-time call transcription and service performance analytics, while Salesforce Einstein delivers live knowledge guidance, post-call summaries and behavioral insights.

"The integration between Genesys and Salesforce, where a live call transcript is automatically generated and made visible to the representative in real time, helps our teams stay fully engaged," said Amundson. "Salesforce's Einstein AI then generates a summary of the conversation and adds it to the call record."

Amundson added that having CX Cloud from Genesys and Salesforce is enabling Langley to craft a strategy and process for streamlining handoffs between teams, which is helping to create a more seamless member journey.

The credit union is also seeing moving away from static forecasting and staffing to more data-based processes for both using Genesys workforce management capabilities. This will enable Langley to more easily right size the number of representatives available to serve members.

Greater engagement on the horizon

Since launching CX Cloud, Langley has seen impressive early results.

The "single pane of glass" approach that CX Cloud provides has significantly enhanced the team member experience. With everything integrated into one interface, team members work more efficiently and feel more confident in delivering support.

"We've seen the most significant impact in the areas of operational efficiency and member experience," said Amundson. "CX Cloud allows our teams to focus on the conversation with the member rather than switching between multiple systems."

Member benefits are equally clear. Faster response times, personalized recommendations and smoother interactions have all contributed to stronger satisfaction scores — including measurable improvements in Net Promoter Score.

“Our members are enjoying quicker resolutions and a more personalized experience,” added Amundson.

Inspired by its successes, Langley continues to invest in its future. The team is expanding capabilities within the CX Cloud solution to further support team member effectiveness and unlock even more personalized member engagement.

“We are particularly excited about the potential for enhancing the platform with additional tools that support our team members and enable them to focus more on meaningful member interactions,” said Amundson, citing AI for knowledge support as one example.

With a strong foundation and a clear vision, Langley is charting an engaging path forward — where trust, empathy and technology combine to deliver standout financial experiences, every time.

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