

Blue Ox Chapter Presents

Service That Scales – Turning Every Call into a Growth Opportunity (Module 2: Contact Center)

Guest Speaker: Jeff Rendel



Jeff Rendel, Certified Speaking Professional, knows the financial services marketplace. With experience as a federal banking regulator, financial services executive, and Congressional lobbyist; he understands the balancing act of safety, soundness, sales, and strategy.

As President of **Rising Above Enterprises**, Jeff works with financial services providers that want entrepreneurial results in leadership, service, and strategy. Each year, he addresses, advises, and facilitates for nearly 100 financial institutions and their business partners.

In a world where speed, convenience, and connection define the member experience, your contact center is more than a help desk—it's a powerful driver of loyalty and growth. This fast-paced, high-impact webinar is designed specifically for credit union contact center teams who want to level up their service strategy and unlock new value with every interaction.

Whether you're managing the front lines or answering the next call, you'll gain actionable strategies that turn everyday conversations into extraordinary member experiences—and fuel long-term credit union success.

What You'll Learn:

- How to turn service excellence into your contact center's competitive advantage
- Simple ways to connect personally—even when the clock is ticking
- How to identify growth opportunities during everyday member conversations
- Practical techniques for navigating difficult calls with confidence and care
- Why consistency is key—and how to create a culture of reliable, remarkable service
- Coaching tips to help your team stay energized, engaged, and member-focused
- Micro-moments that make a macro difference in member satisfaction and retention
- Key call center performance indicators (KPIs) that reflect both service quality and business growth—and how to use them to coach and lead

Who Should Attend:

- Contact Center Managers who want to lead with impact and elevate team performance
- Contact Center Representatives who care about service, success, and making a difference
- Anyone in the member experience ecosystem ready to turn conversations into connection—and connection into growth

Bring your questions, your curiosity, and your passion for people. This is service with purpose—made for credit unions ready to grow.

Tuesday, May 20th

via Zoom

2 PM – 3 PM EST

Cost is \$50 for Blue Ox Chapter Members, / \$60 for those outside the Blue Ox Chapter

****Please RSVP to kalbrecht@awakonfcu.net by May 13th****

This registration requires an email address for each attendee to receive the Zoom invitation.

Check made payable to: Blue Ox Chapter of Credit Unions

Awakon Federal Credit Union

c/o/ Kayla Albrecht

1496 West Main Street

Gaylord, MI 49735

Please include: name of credit union, contact person name, phone and email, number of people attending with the check payment.

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Questions: Please contact Russ Kotila at 586.242.9410, or email rkotila@awakonfcu.net