



A Practical Guide To AI Adoption For Credit Unions



Interra Credit Union



Our Speaker



Todd Woods
SVP of Technology
Interra Credit Union



Our vision is to be our members' most trusted and valued financial resource.

- Goshen, IN
- Approx. \$1.96B in assets
- Over 89,000 members
- 325 FTEs
- 16 branches



The Challenge/ Opportunity

AI Use

- Industries want AI to boost efficiency, minimize errors, enhance customer and member experiences, and drive stronger financial performance.
- But how do businesses adopt AI use?
 - ChatGPT
 - Chatbot

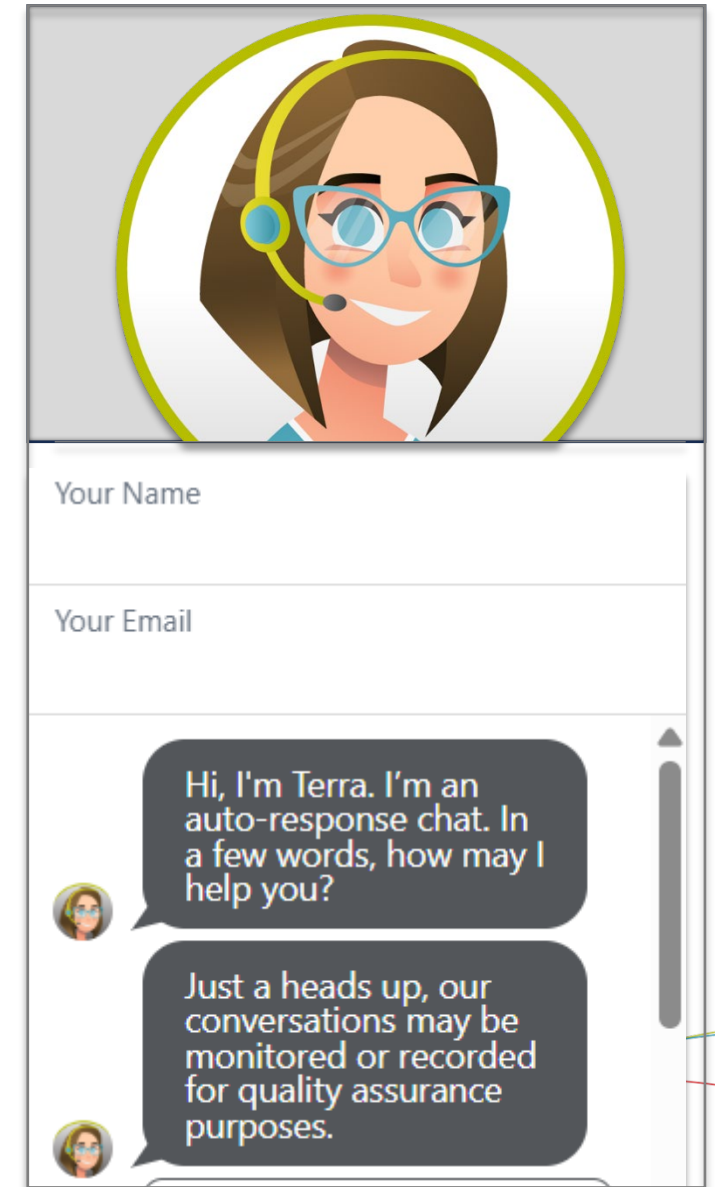
Introducing Terra



Terra is Interra's digital, voice and knowledge assistant.

Notable improvements to Interra's call center have resulted in:

- **70% fewer calls to overflow.**
 - **54% decrease in call abandonment.**
 - **60% call containment rate.**
 - **20% decrease in after-hours overflow**
-
- Internal teams asking the knowledge base **over 2k per month!**



AI 1.0 - vs - AI 2.0

AI 1.0	AI 2.0
Multiple years of existence	Fairly newer
Relies on rule-based system & structured data	Generative AI that adapts, learns, and processes unstructured data autonomously
Examples: Spam filters with machine learning to block unwanted messages	Examples: Personalized experiences based on previous use

Common Myths

- **The biggest misconception is that AI is magic.** The user must put parameters around what they want.
- **Another misconception is that AI is a search engine.** With generative AI, you don't need keywords. You need to ask full questions. It will give you one well-reasoned answer and even tell you where it got the information.

Machine Learning - VS - Generative AI

Machine Learning

A broader field of AI where systems learn from data to make predictions or decisions without being explicitly programmed.

Goal: Analyze patterns in existing data to classify, predict, or detect outcomes.

Example Use Cases:

- Predicting loan default risk
- Flagging fraudulent transactions
- Categorizing support tickets

Generative AI

A subset of AI (often using advanced ML techniques) focused on generating new content—text, images, audio, code, etc.—based on patterns it has learned from data.

Goal: Create new, human-like outputs based on input prompts.

Example Use Cases:

- Drafting emails or responses
- Generating marketing content
- Summarizing documents or meetings

The Foundation for AI Adoption

- **Expand your credit union's existing AI investments.**
 - ChatBot
 - Interaction voice response (IVR) system
- **Allow member access to 24/7 assistance.**
 - Hundreds of new users interact with Terra each month for complete self-service. The system can address 60% of calls without the assistance of a human.
- **Allow employees access to assistance.**
 - 150 of Interra's 325 full-time employees actively use Posh's internal AI assistant in their day-to-day job duties.
 - It's like everyone now has their own personal assistant.
- **Leverage what you already have and work closely with your vendors.**

Best Practices Tip #1

Use it!

- Learn by doing.
- **Don't just read about AI** – engage with it and encourage other key stakeholders to do the same. *Get a free account and start experimenting.*
- **Familiarize yourself with key concepts** like machine learning, neural networks, and different types of AI applications such as predictive analytics or natural language processing.
- **Experiment with different prompts** and make notes of the varying outcomes.
- **Have a general knowledge of AI's capabilities and limitations.** This makes it easier to strategize how best to use it.
- **Pilot with measurable low-risk, high-impact (or even medium) use cases.**

10

**Best
Practices
Tip
#2**

Understand that no technology use comes without risks.

- **There are biases** in decision-making, lack of data privacy, and additional cybersecurity risks
- **No input of PII or sensitive information!**
- **Develop a formal AI policy** that is broad and adaptable.
- **Understand the risks without stifling innovation.**

**Best
Practices
Tip
#3**

Understand the credit union culture.

- Is your staff inquisitive?
- Allow your staff to experiment with guardrails in place.
- Utilize workshops, webinars and AI consultants to help the process.

Best
Practices
Tip
#4

Don't be afraid.

- AI is far from science fiction.
- It's not about replacing employees.
- Use it to improve the member experience.
- Be cautious and strategic.

Looking Ahead

- It is hard to predict how AI will shape the future.
- The future is bright and uncertain.
- Choose the right partners.
- Think about fraud detection.

Other Lessons Learned

- **Think about data strategy as a part of the long-term AI\ML strategy.**
 - AI\ML needs clean data
 - ‘Single source of truth’
- **Engage in free resources and learn from your peers.**
- **Human-change** – still the toughest part of the change process!

15

Q&A Discussion Period





Todd Woods

SVP of Technology
Interra Credit Union



toddw@interracu.com

THANK YOU FOR WATCHING



101 Connecticut Ave NW
Ste. 1001
Washington, DC 20036



callahan@callahan.com
www.callahan.com



800-446-7453