

Front-line training made easy & efficient One credit union's story

Traditionally seen as an area with one of the highest staff turnover rates, Member Service departments face a tough challenge of minimizing training costs while offering effective and well-rounded preparation for the front-line roles of MSR's.

That's why when Kathy Keast, VP Human Resources & Branch Operations at [Portage Credit Union](#), MB, heard about the MSR Start Series pilot in 2008, she immediately saw it as an opportunity to fill the need for a structured and efficient training program.

In February 2009, Portage Credit Union registered their newly-hired MSR, Laverna Broesky, in the MSR Start Series. Other staff involved in training — the mentor, Donna Clayton; the trainer, Bernice Scaling; and Assistant Manager, Member Services, Debby Panko — were also taking part in the Series.

"We saw some immediate benefits," says Keast, including a more consistent training platform that resulted in reduction of staff stress levels thanks to the structure and outline of expectations that accompany the program.

"This is a very cost effective program, and a very realistic way to provide training," says Keast. As a result, Portage will now incorporate the Series into their training program for every new MSR, and even offer it as an option for existing MSR's.

Although skeptical at first, Bernice Scaling, Supervisor of the Member Services Department who trained the new employee, fell in love with the program.

"I have to tell you, it was absolutely wonderful," she says. "We followed the MSR Start Series exactly as planned and it was very easy to follow. It gave the new employee much broader learning, and helped her develop in the role faster."

Scaling also said that thanks to the program, she envisions the ability to train more than one person at a time — making the training process more efficient than ever.

For more information on the MSR Start Series see the brochure, or call your Regional Office.