

## **Advia Credit Union Expands Partnership with PSCU's CU Recovery & The Loan Service Center**

**Wyoming, Minn. — (Feb. 2, 2020) —** [CU Recovery & The Loan Service Center](#), a PSCU company, announced it has expanded its relationship with [Advia Credit Union \(Advia\)](#). In addition to third-party support services for recoveries on charged-off loans and shares, [The Loan Service Center](#) (TLSC), a first-party delinquency management solution for all loan types prior to charge-off, has begun providing early-stage payment reminders for the credit union.

Headquartered in Parchment, Mich., Advia was founded with a mission to provide financial advantages to its members. In looking for additional collection services, Advia Credit Union was seeking a partner that would build a solid relationship with its early-stage delinquent members, keeping them engaged and paying their loans. The credit union specifically wanted to see an impactful reduction in the number of members that default on their loans at the 30-day mark. As an organization that seamlessly integrates with the credit union collection team to provide quality calls and comprehensive collection notes, TLSC was the ideal fit.

“Collaborating with The Loan Service Center will enable our in-house collection team to maximize their time, focus and efforts on creating optimal resolutions for later-stage delinquent members,” said Joe Trotter, manager of Collections, Advia Credit Union. “We selected TLSC in part because of the team’s willingness, enthusiasm and commitment to work hard on collecting early-stage debt. TLSC’s early returns on both quantity and quality of calls has been impressive as well.”

TLSC began providing early-stage payment reminders after thoroughly reviewing Advia’s goals and department culture, developing a smooth implementation that produced immediate results.

“We are especially proud to continue to grow and expand our relationship with Advia Credit Union,” said Wendy Elieff, senior vice president, Client Service and Marketing, CU Recovery & The Loan Service Center. “We look forward to continuing to work alongside the credit union’s delinquency management team while maintaining the consistency of the member experience.”

A full-service collection agency, CU Recovery is dedicated to maximizing recoveries on charged-off loans exclusively for credit unions. The Loan Service Center provides staffing solutions for credit union collection departments to minimize losses on their delinquent active loan portfolio. For more information, visit [curecovery.com](http://curecovery.com).

### **About Advia Credit Union**

Advia Credit Union’s mission is to provide financial advantages to its members. With over \$2 billion in assets, Advia seeks to provide quick and easy access to money and time-saving financial tools to 180,000 members in Michigan, Wisconsin and Illinois. Advia’s team of over 500 professionals delivers excellent service and innovative products at 29 locations and via digital and mobile platforms. Advia is guided by its core values: driving progress, acting with integrity, building and strengthening relationships, and keeping people at the core. Visit [www.adviacu.org](http://www.adviacu.org) to learn more about how we provide Real Advantages for Real People™.

**About CU Recovery & The Loan Service Center**

CU Recovery, a PSCU company, is a full-service collection agency managing non-performing and charged-off loans with a comprehensive menu of third-party collection services. Since 1990, CU Recovery has worked with over 2,700 credit unions nationwide and is a leading industry expert for credit union collections of all loan types. The Loan Service Center provides first-party collection services to minimize loan loss by managing early stage delinquency. The Loan Service Center's agents work under the direction of credit union collection departments to follow procedures, while its broad spectrum of collection resources and training programs help credit unions manage and mitigate loan delinquency rates.

**About PSCU**

PSCU, the nation's premier payments CUSO, supports the success of 1,500 credit unions representing more than 3.8 billion transactions annually. Committed to service excellence and focused on innovation, PSCU's payment processing, risk management, data and analytics, loyalty programs, digital banking, marketing, strategic consulting and mobile platforms help deliver possibilities and seamless member experiences. Comprehensive, 24/7/365 member support is provided by contact centers located throughout the United States. The origin of PSCU's model is collaboration and scale, and the company has leveraged its influence on behalf of credit unions and their members for more than 40 years. Today, PSCU provides an end-to-end, competitive advantage that enables credit unions to securely grow and meet evolving consumer demands. For more information, visit [PSCU.com](https://www.pscu.com).

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