

FOR IMMEDIATE RELEASE

## WSECU extends Google Gadgets

WSECU puts Fuze knowledge base content where members want it

**Seattle, Wash.** – (February 1, 2008) – Washington State Employees Credit Union has leveraged the Fuze knowledge base and Web services to allow fast and easy content access to members using Google Gadgets. Gadgets are mini applications added to a webpage, [Google Desktop](#) or [iGoogle homepage](#).

WSECU’s gadget allows members and prospects to view current rates, find branch locations, and run a variety of financial calculators. The rate and calculator content is easily managed real-time by WSECU staff using the Fuze Suite knowledge base. The Fuze Suite also enables WSECU to readily manage the level of editorial control over the content and selectively define who can see what.

The screenshot shows a web browser window titled 'WSECU' with a green header. Below the header are three tabs: 'Rates', 'CU Locator', and 'Calculators'. The 'Rates' tab is selected, displaying a table of financial products and their rates. The table is organized into three sections: 'Savings & Checking', 'Cert. Term', and 'Consumer Loans'.

Savings & Checking		
	APY	Rate
Share Saving	1.26%	1.25%
Money Mover II	0.61%	0.60%
Money Market	1.72 -	1.70%
	3.87%	3.80%

  

Cert. Term			
	Min.	APY	Rate
3 - 61 Months	\$500 -	2.90%	2.85%
	\$20,000	5.02%	4.90%

  

Consumer Loans		
	APR	
New Auto	6.64% -	Apply
	13.74%	Now
Used Auto	6.99%	Apply
	-14.09%	Now
Home Equity Line of Credit	8.25%	Apply
		Now

Tony Hildesheim, WSECU’s VP of IT said, “Our Fuze online knowledge base provides up-to-date, broad content from a single location for all our staff and members. We wanted to be able to also deliver this content to our members where they want to see it. We already use the Fuze Web services in our mobile banking platform, so we knew it was perfect for creation of a Google Gadget. In the end, it only took us a few hours to create the gadget.”

“It’s great seeing our customers quickly extract real value from our Web services,” said Chuck Van Court, President and founder of Fuze. “I can hardly wait to see what they will do with what’s in our upcoming release!”

### About Washington State Employees Credit Union

Dedicated to providing outstanding member service for nearly 50 years, Washington State Employees Credit Union has more than \$1 billion in assets, 150,000 members and 19 branches across Washington. Membership is open to public employees and their family members. Additional information can be found online at [www.wsecu.org](http://www.wsecu.org).

### About Fuze Digital Solutions

Fuze Digital Solutions, LLC is a small, nimble, and employee-owned company providing enterprise-grade customer care solutions backed by flexible and personalized support not traditionally extended without extra fees. The Fuze Suite, a Web-based, robust yet easy-to-use and affordable software suite, enables companies to build and sustain customer loyalty by providing outstanding and consistent care across all support channels. Its modularity lets companies use and pay for its integrated components when needed. Fuze customers include financial institutions, CareerBuilder.com, Sutherland Group, NOAA, Authorize.net, Midway Games, AAA clubs, Turbine, and others. For more information, call (425) 649-1246 or visit online at [www.fuze.com](http://www.fuze.com).

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