

CASE STUDY

Community West Credit Union | Trusted IT Partnership for Long-Term Strategy

For over eight years, Community West Credit Union has partnered with KR Group not just for IT support, but for strategic guidance. By leveraging our expertise across technologies, CWCU moved from a project-by-project approach to an overall IT strategy, strengthening operations and improving services for their members.



Client: Community West Credit Union



Industry: Financial Services

Location: Kentwood, Michigan

Services: Accounts, loans, mortgages, credit cards, and financial planning

About Community West Credit Union

Community West Credit Union (CWCU) is a federally insured, member-owned credit union serving individuals in Allegan, Barry, Ionia, Kent, and Ottawa counties in West Michigan. As a not-for-profit organization, CWCU provides competitive financial services including auto loans, mortgages, loyalty programs, and fee-free access to over 30,000 ATMs nationwide. The credit union also prioritizes community involvement, volunteering at local charities and participating in events such as parades and races.

The Challenge

CWCU needed more than a reactive IT vendor—they sought a trusted partner who could:

- Provide consistent expertise across multiple technologies
- Help move from isolated projects to an overall IT strategy
- Ensure IT systems supported both daily operations and long-term organizational goals
- Partner with them in a collaborative, strategic way rather than only handling immediate tasks

They wanted a proactive IT approach that aligned with their mission to serve members effectively while strengthening internal processes.

The KR Group Solution

KR Group became a trusted advisor for CWCU by:

- Providing expert guidance across a wide variety of technologies
- Developing a comprehensive IT strategy instead of a project-by-project approach
- Delivering proactive recommendations to optimize systems and operations
- Offering responsive support while maintaining a strategic focus on the credit union's goals

This partnership ensured CWCU could plan for long-term growth while maintaining reliable day-to-day IT operations.

The Result

By partnering with us, CWCU has:

- **Reduced unplanned IT downtime, keeping staff productive and members served efficiently**
- **Implemented a long-term IT strategy that aligns with organizational goals and compliance needs**
- **Gained access to technical expertise across networks, security, and systems without hiring internally**
- **Optimized IT investments, ensuring every technology decision contributes measurable value**

With us as their trusted advisor, CWCU can focus on growing membership, enhancing financial services, and giving back to the community, confident that their IT systems are not just working—they're driving business results.



What CWCU Says About Partnering with KR Group

“I have worked with KR Group for over 8 years. They have moved from a vendor to a Trusted Advisor. The amount of expertise KR Group has, across a wide variety of technologies, has allowed us to come up with an overall IT strategy and not just a project-by-project mentality. Our organization is better from having partnered with KR Group.”

— **Bob Listen, CIO, Community West Credit Union**

