



Writing Team: Tricks of the Trade

March Top Picks: Internet Retailer Support Center

Issue 52

Be sure to attend the upcoming Tricks of the Trade webinar on March 22 from 3:30-4:00 PM ET. Watch for an invitation via email. Learn about the Internet Retailer Support Center (IRSC) documentation and more about “It’s Me 247” Bill Pay (Payveris).

Pick #1: [What is the Internet Retailer Support Center \(IRSC\)?](#)

The Internet Retailer Support Center (IRSC) is a new support desk at CU*Answers for credit union virtual channel project managers. It brings together several digital strategy products into one cohesive location and a single point of contact—no more searching across CU*Answers’ websites for forms saved in different places! Credit unions looking to expand their virtual channel marketplace, including Mobile App and Mobile Application Process (MAP), will be able to shop and explore the offerings on this Kitchen page.

Learn more on the [IRSC Kitchen page](#).

Pick #2: [How can we deploy a free Mobile App?](#)

Credit unions now can work with the Internet Retailer Support Center (IRSC) to get their FREE Mobile App, which can be made available from the Apple and Google app stores once all requirements are met. Using CU*Answers’ content management system credit unions can add graphical ads, links to sites and services, assist questions and answers, branch locations, and access to Mobile Web Banking — all via the app.

Find out more in the [Free CU*Answers Mobile App Requirements brochure](#) on the [IRSC Kitchen page](#). This page also provides a link to the “[Launching Your Free CU*Answers Mobile App](#)” webinar.

Pick #3: [I am interested in launching my Membership Application Process \(MAP\) site. Where can I get more information?](#)

We have redesigned the online membership application making it mobile-friendly, adding new features to enhance the member experience. Custom brand your membership application with your credit union logo and site colors. Set eligibility requirements and attach informational PDFs. Create promotions to target specific segments of your community. Add testimonials to help sell your credit union. As with the current membership application process, applications will be sent directly into CU*BASE to be completed by your team.

More information in the [Getting Started Guide](#) on the [IRSC Kitchen page](#).

Pick #4: [If my credit union uses “It’s Me 247” Bill Pay \(Payveris\), where can my members find step-by-step directions for commonly-done bill pay tasks?](#)

If your credit union has already converted to the new **It’s Me 247** Bill Pay (Payveris) solution, it is easy for your members to find step-by-step directions for commonly-done tasks. Find directions for tasks such as “Adding a Payee,” “Paying a Bill,” “Finding Bill Pay History,” and more!

All your members need to do is click on the help icon while on any **It’s Me 247** bill pay page. From there they pick their task from the list. If a video is available, a link is provided.

Pick #5: [What new features were included in the 16.02 February release?](#)

The CU*BASE 16.02 release was implemented in February, and you can read all about the new features in the 16.02 Software Update Release Summary. Included is a break down by job description, with many new features falling in the Accounting/Back Office category. Find this on the [Release Summaries page](#).

[Refer to the Tricks of the Trade Newsletter Series page](#) to review previous Tricks of the Trade newsletters!

