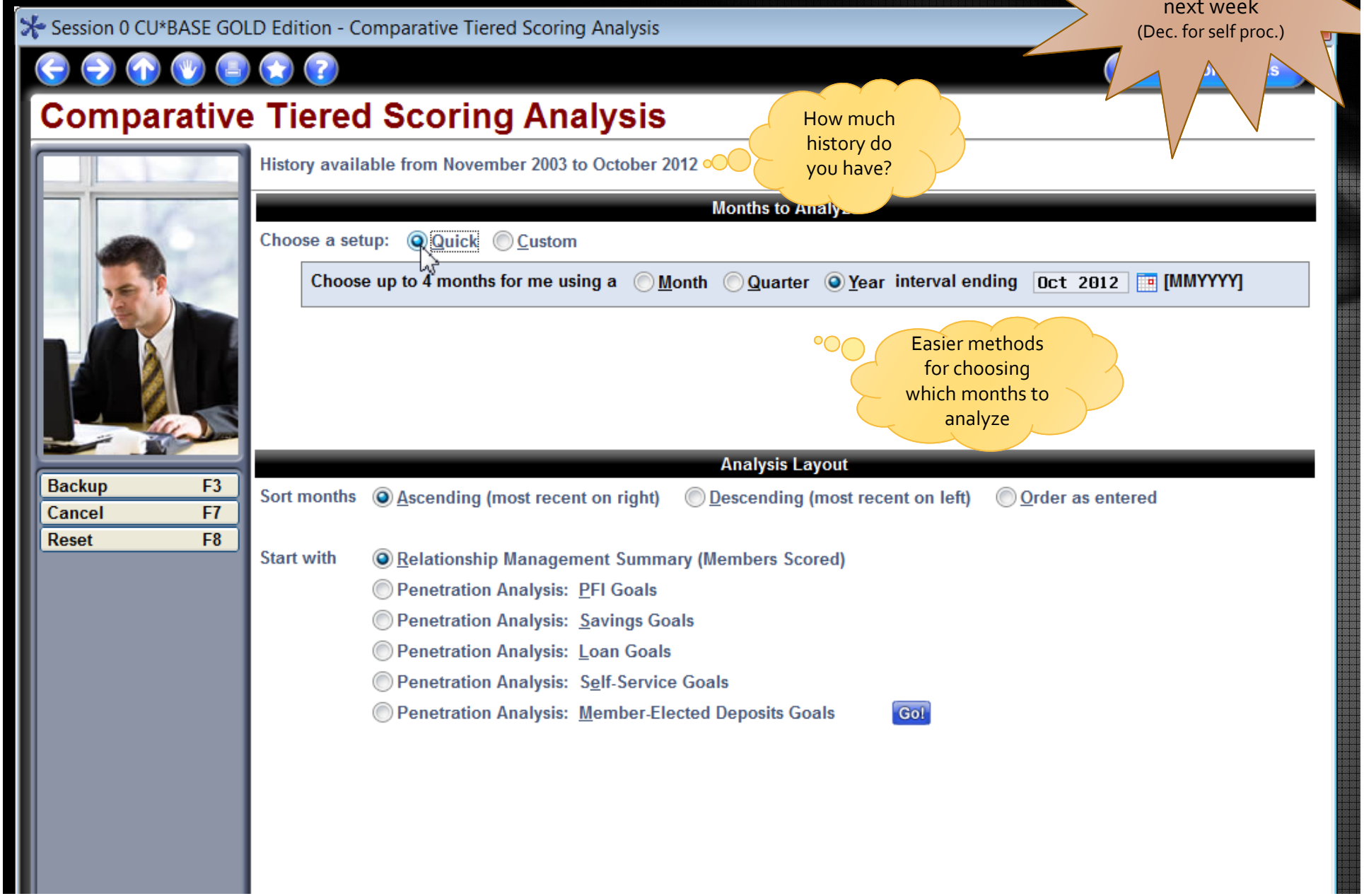
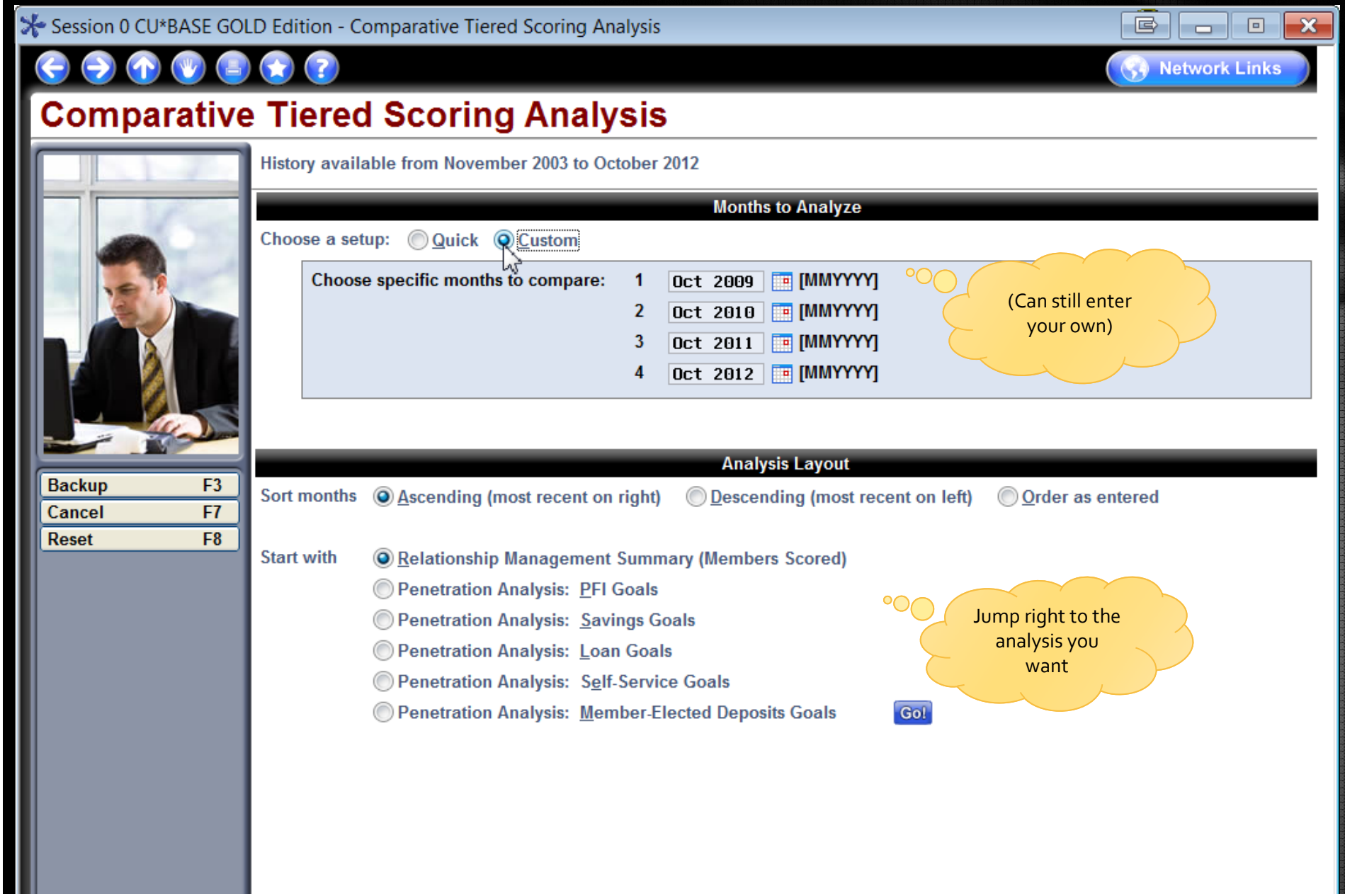
Tiered Services Dashboard Enhancements

Changes coming in the 12.2 release next week
(Dec. for self proc.)



Tiered Services Changes in the 12.2 Release

(Nov. 11 Online, Dec. 17-18 Self Proc.)



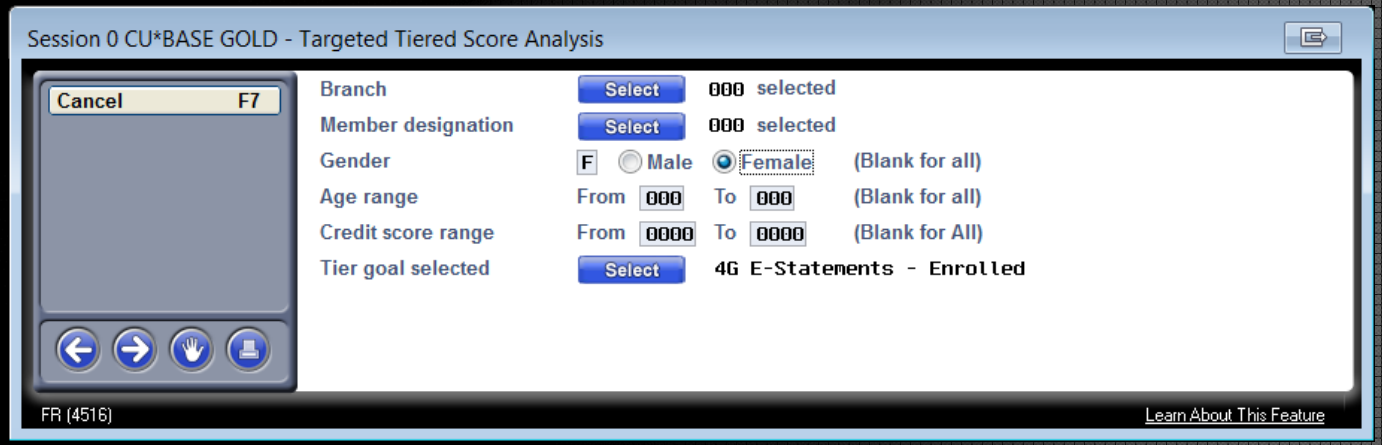
Tiered Services In Development

(Targeted for 13.0 next spring)

- New ways to earn points:
  - Valid email address
  - e-Notice subscription
  - e-Alert subscription
  - Mobile Text enrollment
  - Loan payments via ACH
  - Reg. E Opt in for Overdraft Services
  - Opt in for Marketing
  - Wrong address (subtract points)
- New instant benefits:
  - Waive Mobile Text fees

Tiered Services In Development

(Targeted for 13.0 next spring)

New dashboard: **Targeted Tiered Score Analysis**

- Choose members based on:
  - Branch
  - Membership Designation
  - Gender
  - Age
  - Tiered Service goal item
- Then view penetration on all 5 goals, for those members only
  - "How many women use e-Alerts?"
  - "How do e-Statement members look when it comes to aggregate balances?