Next Suggested Product

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Systems Affected:
☑ CU*BASE
☑ Online Banking host
☑ Online Banking web

The graphical design for both **It's Me 247** online banking and the new look for CU*BASE GOLD were both designed with the idea of eventually incorporating a "Next Suggested Product" feature set.

In a nutshell, NSP is intended to promote a specific product or service—through the use of pop-ups and/or graphical elements presented to credit union employees and to members—that applies to that particular member, based on that member's actual relationship with the credit union.

NSP is probably summed up best in the type of request we hear most often from our clients: "If they don't have a checking account, can you just pop a message that says 'ask the member about opening a checking account' to promote it on the spot?"


There are a number of ways to pursue this type of functionality, from simple to complex, depending on how sophisticated an engine we want to design and build. The purpose of this document is to lay out some basic ideas and a few pros and cons for each so that we can move closer toward deciding on a plan of action.

Contents

Idea #1: On-the-fly Evaluation of Specific Config Settings

CU*BASE actually already has one style of NSP engine as part of the Member Personal Banker feature. With this, the system simply checks the member's current e-statement, bill pay, and e-Alert/e-Notice enrollment status as of the time the menu option is selected. If the member is not enrolled for one or more of these services, the system interrupts the user with a pop-up window containing conditional message(s):
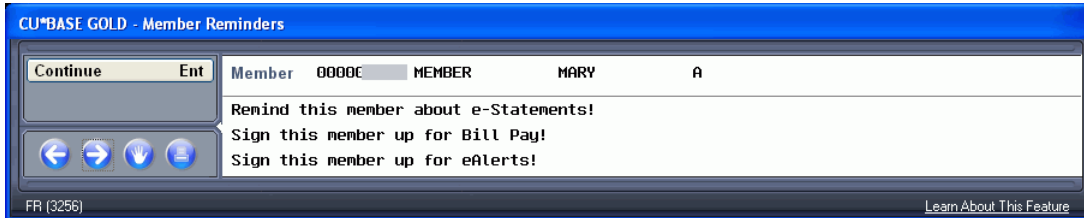
With this method, the system simply looks at a defined set of configuration flags or statuses (hard-coded, not CU defined) and reacts accordingly. To keep it fast and avoid slowing down the system, the evaluation is relatively simple and does not involve complex calculations or checking multiple files.

Pros and Cons of This Method

Pros	Cons
- Uses current member status as of the time the option is selected; no chance of relying on out-dated information - Interrupts the employee and forces a keystroke to continue - No CU configuration needed	- System overhead would be higher if it had to check multiple files or complex settings for the member's status - Interruption becomes so common that employees tend to ignore it (like Member Acct Comments) - No graphical presentation of the promo - Is not currently used in **It's Me 247** (but could easily be adapted) - Not configurable – all CUs get this pop-up whether they like it or not *(and whether they offer the service or not, I think, although I'm not completely sure about that part)*

Ideas for Other Uses For This Method

- ??
- ??
- ??

Idea #2: NSP Config Based on Presence or Absence of a Condition

This method involves a new configuration that a credit union would use to define the products and services they want to promote. The system would then evaluate the member (either in a batch process or on the fly; see below) and select a promotion to display (either randomly-rotating, or according to a priority sequence, or some combination of both; see below).

Screen 1

```
*...+....1....+....2....+....3....+....4....+....5....+....6....+....7....+....8....+....9....+....0....+....1....+....2....+....3..
```

```
 1    9/29/09        Configure Next Suggested Product Indicators        14:40:14
 2                                                                       UXXXXX-01
 3                          - Select Accounts WITHOUT -
 4    Products                                                   Promo Priority   Promo Graphic
 5    Dividend Application(s)    0 Selected  (Cmd/13 to select)         99       ...............................??
 6    Certificate Type(s)        0 Selected  (Cmd/13 to select)  Any: X 99       ...............................??
 7    Loan/LOC Category(ies)     0 Selected  (Cmd/13 to select)  Any: X 99       ...............................??
 8    OTB Product Code(s)        0 Selected  (Cmd/13 to select)         99       ...............................??
 9
10    Services                                  Promo Priority  Promo Graphic
11    . ATM card record                               99        ...............................??
12    X Debit card record                             99        ...............................??
13    . Online banking (indemnification accepted)     99        ...............................??
14    . AFT/CFT record (transfers FROM or TO)         99        ...............................??
15    . Marketing clubs (active enrollment)           99        ...............................??
16    . ACH (any master distribution record)          99        ...............................??
17    . Payroll (any payroll distribution record)     99        ...............................??
18    . Safe deposit box currently rented             99        ...............................??
19    . Overdraft protection for checking account(s)  99        ...............................??
20    . E-Statements (active enrollment)              99        ...............................??
21    . CU*EasyPay! bill payment (active enrollment)  99        ...............................??
22    . OTHERS?  DIFFERENT ONES?  KEEP ALL OF THESE OR DISCARD SOME?
23
24
25
26    Cmd/7-CANCEL  Cmd/13-Select Product Codes
27
```

(This was adapted from the existing List Generator program, MNPRTC #5)

☐ All of the products would have pop-up windows to select any or all of the credit union's DIVAPL, CDTYPE, LNCATG or OTB product codes (cursor-sensitive command key)

Promos: Graphics or Text?

In the proposed design above, the *Promo Graphic* field could be used for a file name for a graphical element to display in designated areas on NSP-ready screens (sort of like how we're going to do the GOLD Favorites feature for team-orientated graphics).

> Need programmer/GOLD developer input – would this also need to be part of the GUAPPLE solution for pushing the graphics to all workstations?

If this field is left blank, we could simply have a hard-coded, generic text block to display, such as "**Promote a XXXXXXXXXX loan"** or "**Member does not have a Debit Card**" etc.

Evaluation Options

Depending on the complexity and potential impact on system overhead, the evaluation of whether a member "qualifies" for a particular promotion or not could be done two ways:

- Once a day in a batch process, then log a record for each ACCTBS in a new file with on or off switches for each CU-defined promotion in the config (i.e., does the member get this promo or not?)
- On the fly at the time each NSP-ready screen or function was called, evaluate against all config settings and then select an applicable promo

Rotating the Promos

In the proposed design above, the idea was that the *Promo Priority* could be left at 99 for all items and then adjusted only for those the CU wanted to put higher than others. For example, to always make sure

to promote a debit card for members who don't have one, then after that, any other applicable promo would be fine, the CU could set the priority to 01 on the debit card item and leave the rest at 99.

NEED PROGRAMMER INPUT ON THIS CONCEPT

Alternative: Instead of the priority sequence concept, work more like a web-based ad that randomly selects a different applicable promotions each time an NSP-ready screen is displayed.

Pros and Cons of This Method

Pros	Cons
• Simple to configure and easy for a CU to understand: if the member doesn't have this product or service, then promote it! • Keeps the product/service list small and manageable, so we have some control over system overhead and file manipulations required for evaluation • Allows for the use of graphics if desired, but can also be done simply without graphics just as a simple prompt to staff and members	• CU would need to adjust the config manually every time a new promotable product code or service type was introduced • Does not allow for special promotions with timing restrictions (i.e., promote our Summer Special only during the summer!) • Would require programming changes every time a new product or service type was introduced, to build in the config flags and evaluation programs behind the scenes *(this is how Tiered Service or Mktg Clubs work now, where we adjust them every time a new fee is configured, in order for there to be a relationship waiver)* • Limits the products and services that can be promoted to ones that CU*BASE can track

Ideas for Other Uses For This Method

Original list from Community CU:
- ☑ Members with a debit and/or credit cards not activated
- ☐ Members with an inactive debit or credit card
- ☐ Inactive checking accounts (over 30 days)
- ☐ Members with a second mortgage, but no first mortgage with us
- ☑ No debit card on a checking account
- ☑ No checking account
- ☑ No eStatements
- ☑ No EasyPay bill pay
- ☑ No IRAs
- ☐ Recognize a joint owner's birth date

Adding Activity Indicators into the Mix

The following two screens are ideas for how we might be able to measure not just the presence or absence of a product or service (something the member *has*), but also the presence or absence of specific types of activity (something the member *does*, or more accurately, does *not* do).

Since this functionality would require more complex evaluations of transaction activity, it would definitely have to be handled via a batch evaluation.
OR
Do we possibly already have evaluation routines in place that could be adapted or used for a dual purpose? For example, say the CU already has a transaction service charge or something – could the system be instructed to take the results of that evaluation and put a notation in a new file to be used by this new NSP configuration?

Need creative programmer input here

Screen 2

```
*...+....1....+....2....+....3....+....4....+....5....+....6....+....7....+....8....+....9....+....0....+....1....+....2....+....3..
```

```
  9/29/09          Configure Next Suggested Product Indicators        14:40:14
                                                                      UXXXXX-02
                        - Select Accounts WITHOUT -
 2=Change, 4=Delete, 5=View
 Opt  Activity Description           Min # Trans  Min Trans $  Trans Types  Priority  Graphic
  _   TEST DESCRIPTION                   001          .00        ANY          99      ??????????????????????????????
```

```
 Cmd/3-Backup  Cmd/6-Add Condition  Cmd/7-CANCEL
```

Screen 3 (Add or Edit)

```
  9/29/09          Activity Indicators by Delivery Channel        11:14:38
                                 Add                               USDIV-04
 Description: TEST DESCRIPTION


 Origin code: __ ?
 OR Origin code: __ ?
 OR Origin code: __ ?
 OR Origin code: __ ?
 OR Origin code: __ ?
 OR Origin code: __ ?

 Minimum number of transactions required: 000
  OR
 Minimum transaction amount required: 000000000

 Transaction types that qualify: _ A=Any, C=Credits only, D=Debits only

 Promo Priority: 99
 Promo Graphic: ................................??



 Cmd/3-Backup  Cmd/7-CANCEL
```

*(These screens were taken from the Qualified Dividends conditions config screen, MNCNFA #1.)*

☐ Not sure about this, but I thought maybe we could somehow adapt the selections from the qualified dividends feature – would need to be changed to a "without" selection, though, not "with" (i.e., look for members who <u>don't</u> have this activity, not ones who do)

> Need some programmer input on this part

☐ Unlike the items on screen 1, since these are completely CU-defined, would either need to include a place to type the text for the promo (if no graphic is defined) or somehow adapt the description here
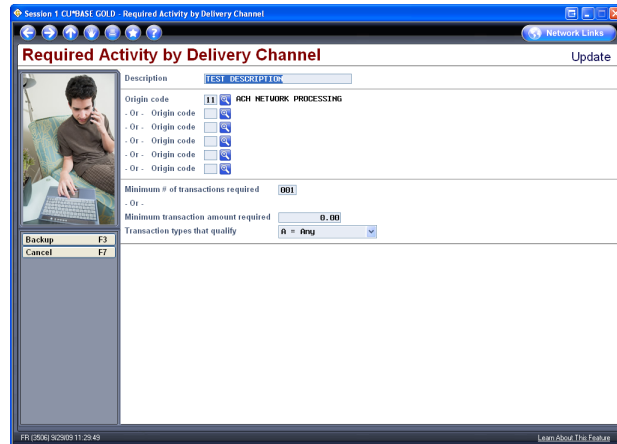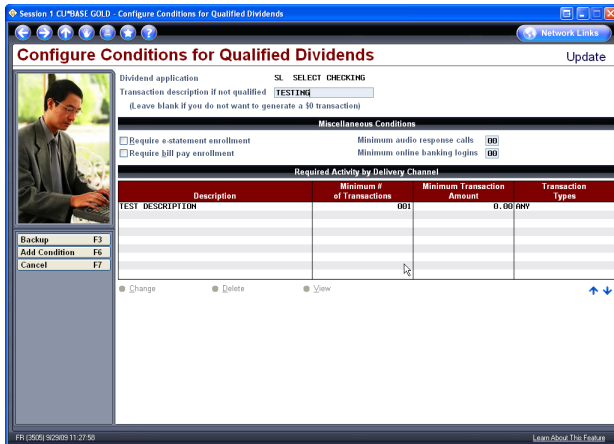
# Idea #3: Prompts Based on Cross Sales Tracking

This is rather half-baked, but what about somehow tying NSP promos to the existing Cross Sales Need Groups/Task List concept? Basically, the system would look to see if a task was completed, and either based on sequence number or some other new "priority" configuration flag, simply prompt a promo for any uncompleted tasks.

With this, the promo graphic presented in CU*BASE could theoretically include a link that would go directly to the Cross Sales Tasks screen, so that the employee would have access to the tips for selling the product or service, and could immediately record the results of the conversation with the member.
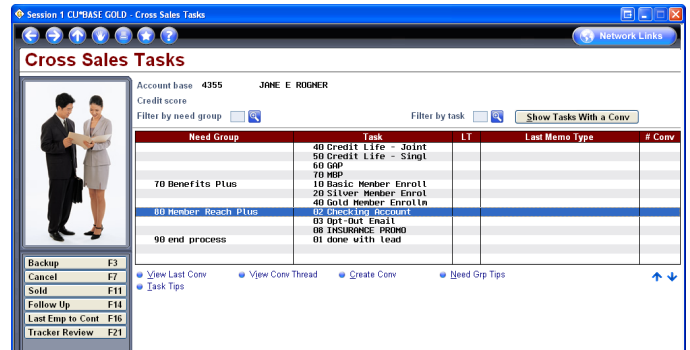
The NSG configuration would then be somehow tied in with the Need Group # and Cross Sales Task # configurations that already exist – either by adding some new fields to those configuration screens, or by creating a new config with fields for those 2 codes to be entered.

Key question to be addressed: What does mean for a task to be "uncompleted"? With the new technique of tying Cross Sales tasks to Tracker conversations, it's less clear than before when a task is "done" – there are either conversations or not, and the CU defines memo types to mean whatever they want. This is very member-friendly but not as clear-cut from a computing standpoint. Could set up a config that would look for particular Memo Type code/s (like "SL" for Sold or "CP" for Completed) and if that was missing, then prompt the promo.
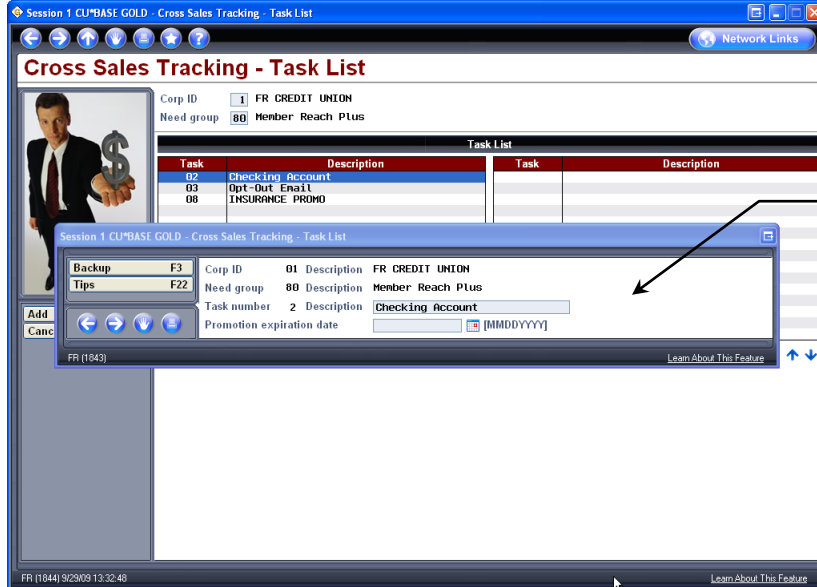
New flags we could add here:
- NSP Promo priority
- NSP Promo graphic and/or text
- Memo Type code(s) indicating task is completed (CU would select multiple codes, as many as desired)
- ???

Idea #4: NSP "Scoring Engine" and Calculation Formulas

From an email from Randy Karnes regarding this method:

"I am asking credit unions to send in 10-15 database formulas for "if this condition exist" then recommend this product in the teller line, phone inquiry, and in online banking. We will track three conditions (membership status/relationship, membership demographics, and product need indicators), give the member three scores when tested, and then link a solution recommendation to each score. So you might have 10 tests for each area with 10 responses for conditions. Easy stuff until you ask a credit union to predict their use! We have been laying the foundation for a long time, and just had a meeting yesterday where we talked about laying out more pop-up real estate in online banking for this and survey teasers."

From another email:

1. The computer is going to review the member's relationship and condition with the credit union and give the member three two-digit scores:
    a. Member Demographic Score (e.g. age, where they live, where they branch, where…..)
    b. Member product utilization score (e.g. do they have something, or do they have a big balance, etc.)
    c. Member relationship score (e.g. tiered services, PPM, SPM, in club, etc.)
2. So you will set up a formula to say if these conditions exist give them a score of 01-99
3. The you will say if they score 01 display this sales message, 02 display this message, etc.
4. We might even say if they score 53 then randomly display one of these six sales messages, etc.

So if I take your points below what message would you have me give the member, and remember it has to be data that the system can see from the members last month's activity (end of month).

The last paragraph refers to this list we received from Community CU:

- Members with a debit and/or credit cards not activated
- Members with an inactive debit or credit card
- Inactive checking accounts (over 30 days)
- Members with a second mortgage, but no first mortgage with us
- No debit card on a checking account
- No checking account
- No eStatements
- No EasyPay bill pay
- No IRAs
- Recognize a joint owner's birth date

From project sheet #24508:
- Add three 2-byte Profile code fields to MASTER
- Use the List Generator concept to flag members based on various criteria (including a combination of other labeling flags like Tiered Service level, Transaction Label, Activity Branch)
- Add a monthly routine to automatically flood all members with their profile codes
- Add messaging for CU*BASE Teller/Inq/Phone as well as **It's Me 247** online banking
- Devise mechanism for rotating banner ads, clickable buttons, etc.

From a spec draft dated November 2008 (written by Jane maybe?):

Allow credit unions to create and define Next Suggested Product campaigns to allow critical points of communication to members on services offered by the credit unions. The campaigns will have activation periods and be allowed to be suspended for configuration reuse at another point in time.

The configuration will also include the messages being sent to the member, as well as possible ad-engine configurations for online banking.

The members each campaign touches will be defined based on demographics chosen by the credit union. A process to define those members will be run each month with EOM for static information.

File changes:
- Several to configure the campaign: campaign definition header for description and date ranges, and campaign detail to define the who, messages, contact points.

- Save point to define the member with the static information. Should we consider a new file with account base and the campaign running to allow for more than one campaign at a time?

Screen changes:
- Several to define the campaign
- Lookups to see the members affected by the campaign
- Reporting on the effectiveness of the campaign

Online banking changes:
- Configurations sent to the web
- Messages sent to the members
- A response mechanism for the member to respond to the campaign to show effectiveness of the campaign

Pros and Cons of This Method

| Pros	Cons
• Complex configuration allows for more targeted marketing, campaigns that could be tracked • Recorded "scores" could be used for other uses and analyses • Allows more than one condition to point to a single promotion (I think) • Good for large CUs with marketing teams that have time and passion for this type of targeted marketing	• Complex configuration that requires much more thought and planning to set up and monitor • Scores may not be are not readily understandable by anyone except the marketing person who developed the formulas, making it more difficult to explain to staff (but that might not matter – all they do is respond to the promo anyway) • Project will be much more work from a spec design, development, QC, and doc perspective

Ideas for Other Uses For This Method
- ??
- ??
- ??

Idea #5: A New Service from e-info: It's Me 247 Promos Based on Targeted Database File

This option would be a new service from e-info which would promote a product or service via **It's Me 247** online banking to targeted members.

For a fee, e-info would develop a Query "control file" of targeted members, then automatically pop an enrollment page for e-statements, or the "open a new CD" page or something similar, based on the promo being run. This option is more graphical in nature and based on the credit union's target audience, rather than a blanket message to everyone. And unlike a simple alert, it allows for an immediate "yes" on the part of the member.
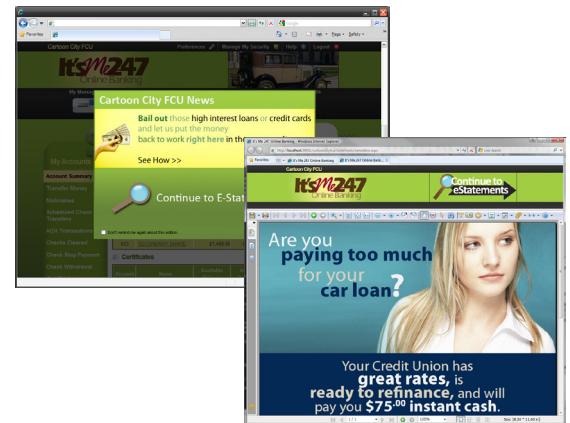
This option would likely be used as a supplement to add to whatever other NSG engine we develop in CU*BASE, but would provide a very targeted approach that can be tied to existing products such as opening accounts or enrolling for services, making the impact potentially much higher.

Final details are in the works and will be announced soon!

Next Suggested Product Ideas   Project Requirements