

The logo features the word "Xtend" in a bold, black, sans-serif font. A black arrow points upwards and to the right, starting from the top of the 'X' and ending above the 'd'. To the left of the text is a graphic consisting of several overlapping, semi-transparent circles. The innermost circle is a dark teal color, while the others are light gray, creating a sense of depth and movement.

Xtend

Implementing Web Chat

A critical component of your online banking strategy

Chat Solutions Deliver Measurable Results

eCommunication Services, but So Much More

What can Web Chat do?

Xtend's web chat services are more than just a package of electronic communication services. Xtend provides easy, convenient, and creative ways to communicate the value of the credit union to members, while at the same time making members feel valued.

Web chat utilizes three main areas for electronic communication:

- **Increase online sales and average time of visit**, When members cannot find information they want or need they will leave their session. Using web chat members can receive real time answers to their questions. Get real results with web chat!
- **Prevent application abandonment** –Xtend agents can assist members completing loan applications by providing real time clarification to questions.
- **Boost member satisfaction and first contact resolution**, members receive peace of mind knowing there transactional questions wherever they are at.



A necessary investment for today's internet driven member.

"In today's internet –driven technology business environment, a web based member help desk is becoming a necessity for service-driven organizations

-Scott Collins –Xtend CEO

Why choose Xtend?

- Industry Leadership
- Proven Business Model
- Unparalleled Feature Set
- Extending the reach of your staff
- Tracking integration with CU*BASE
- System Security-Data Integrity
- Cutting edge technology
- Personalized service you can count on 100% of the time.
- Implementation Team Experts
- Easy to use and integrate with your existing web site
- More cost effective than other web chat solutions

Collaboration and Innovation are Xtend's hallmark to make credit union communication and member outreach a success!

Tell your members you are open for business!

Your Marketing Package is Complete

Live Chat is much more than phone or other electronic support service.

- ◆ Posters
- ◆ Banners
- ◆ Inserts/Onserts
- ◆ Member Reach Messages

Desirable solutions at a price every credit union can afford!



Member Reach Electronic Messages

Introducing LiveChat!

You demanded it, we delivered. LiveChat is now active!

Conveniently located within It's Me 247 Online Banking,

LiveChat is a quick and convenient way to get the

answers to your questions right when you want them. Live

agents are awaiting your questions from 8am-8pm

Monday-Friday and 8am-2pm ET on Saturday. Next time

you have a question, don't wait on hold, get your answers on LiveChat!

Join the Xtend network!

Get more information or get started by contacting Julie Gessner, Manager of Communication Services for Xtend, at 800-327-3478 x131 or by email at jgessner@xtendcu.com.





6000 28th Street SE
Grand Rapids, MI 49546
800-327-3478
www.xtendcu.com