

# CU\*Answers *Product Rollout Plan*

At CU\*Answers, when we introduce a new product, we really roll out the red carpet.

## *Plan for Clients*

- ❖ *Provide grand-opening kit*
- ❖ *Set limited-time promotional price for kit*
- ❖ *Determine type of web presence needed*
- ❖ *Develop website pages*
- ❖ *Develop/deliver online training*
- ❖ *Send email communication*



- ❖ *Ask CEOs to discuss on Of Course site*
- ❖ *Update hold messages*
- ❖ *Update staff voicemail messages*
- ❖ *Update staff email signatures*
- ❖ *Update Answerbook signatures*



## *Plan for Internal Staff*

- ❖ *Elect project coordinator*
- ❖ *Develop product name/logo*
- ❖ *Obtain trademark protection for name/logo*
- ❖ *Determine and track budget*
- ❖ *Determine and track completion of tasks*
- ❖ *Track use of product by credit unions*
- ❖ *Track use of product by members*



## *Plan for Members*

- ❖ *Develop online banking page*
- ❖ *Send Member Connect email message*
- ❖ *Conduct call campaign*
- ❖ *Update inbound-call greetings*
- ❖ *Update outbound-call messages*
- ❖ *Develop web chat for member inquiry*

