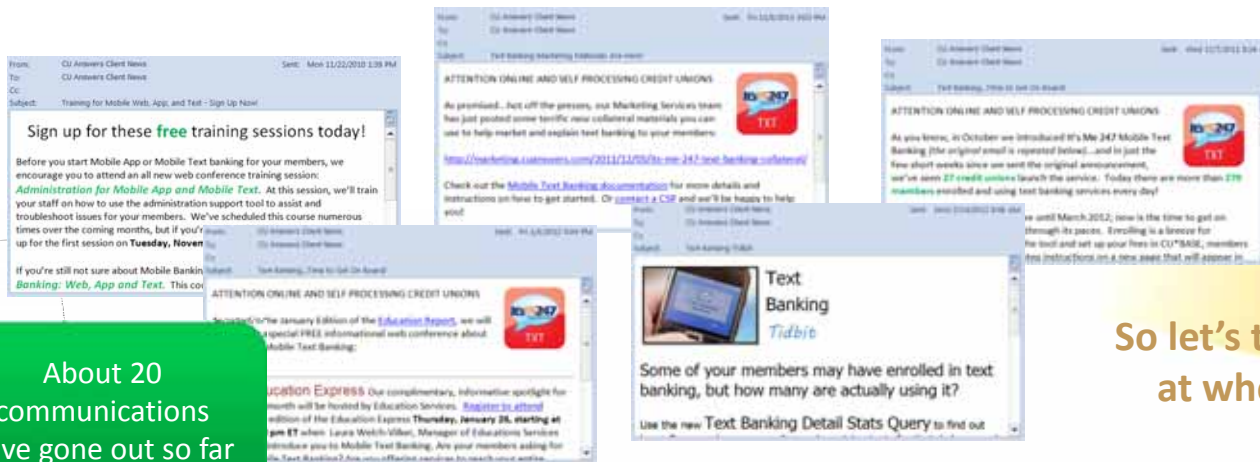




# A Case Study: Text Banking

“Everybody has to have this! Every member will use it! It’ll be fantastic!”

- The market went crazy about the need for text banking in 2011...and we responded, rushing to market with a product
- The #1 fear was that members would use it so much that CUs would go broke trying to figure out how to pay for it
  - ★ “You know, teenaged girls do 10,000 texts to their friends a month, and credit unions are about to be a teenaged girl’s best friend...” hype, hype, hype
- We launched with a free break-in period from October 2011 to March 2012



About 20 communications have gone out so far

So let’s take a look at where we are today...





## A Case Study: Text Banking

“Everybody has to have this! Every member will use it! It’ll be fantastic!”

- As of June 5 at 4:30 p.m. ET:
  - ★ **78** credit unions offering text banking
  - ★ **2,485** members enrolled (out of 1.5 million?!)
- In March, we announced that the free break-in period would be extended until October 2012
  - ★ Because if we totaled the bills of all 70+ CUs, it would have been \$200 a month!
- Did we launch without a grand opening plan? Did credit unions launch without a grand opening plan? In what year do you think we will have a grand opening for text banking?

What goes wrong when we all buy or build solutions just so we can launch *something*?



EVERY DAY IS A GRAND OPENING

**ANNOUNCING THE 2012 GRAND  
OPENING FOR IT'S ME 247  
MOBILE TEXT BANKING**

...and it will be free until October 1, 2013!

# Inside the box...

## A new program from CU\*Answers Collaborative Marketing

- ★ Lobby posters
- ★ Statement inserts
- ★ Trifold brochures
- ★ Window decals
- ★ Vinyl banner
- ★ Window clings
- ★ Balloons
- ★ Table tents
- ★ Label stickers
- ★ Key tag



# A new mindset for our team...

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

**Plan for Internal Staff**

- ❖ Elect project coordinator
- ❖ Develop product name/logo
- ❖ Trademark protection for product name/logo
- ❖ Determine and track budget
- ❖ Determine tasks and track completion
- ❖ Track number of CUs using new product
- ❖ Track number of members using new product

**Plan for Members**

- ❖ Ask CEOs to discuss on Of Course site
- ❖ Update hold messages
- ❖ Update staff's voicemail messages
- ❖ Update staff's email signatures
- ❖ Update Answerbook signatures
- ❖ Develop online banking page
- ❖ Send Member Connect email message
- ❖ Conduct call campaign
- ❖ Scripted inbound-call greetings
- ❖ Scripted outbound-call messages
- ❖ Web chat for member inquiry

CU\*ANSWERS

...adding a new wrinkle to CU\*Answers development and planning



# Grand Opening Kits



- What qualifies?
  - ★ We'll select 4 products/services per year starting in fiscal year 2013
- For this first year, each CU gets one box free
  - ★ Sign up *in advance* for additional boxes at ~\$100 each
  - ★ Some items in the box will also be available separately (like inserts, flyers, etc.)
- Designed to be compatible with next year's CU\*OverDrive program

Q1			Q2			Q3			Q4		
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Look for the next box and the 2013 business year details at CEO Strategies in November 2012

