



The data does not lie.

After our first quarter credit card campaign we closed with an average of 25% of members sold on contact among our 22 participating credit unions. Our campaigns continue to grow from feedback which we solicited from clients regarding cross-channel marketing options. For those that use our XTDirect and eMarketing tools, cross-channel marketing became a key factor in enforcing our outbound member calls.

The most successful campaigns used multiple marketing channels to sell on loans. These channels included:

- ❖ eMarketing
  - The member targeted email tools provided reports to our credit unions. These reports were then used to identify tangible successes. These reports were brought to boards and CEOs to show the ROI that email marketing can and will bring to a campaign.
  - Xtend eStatement Notifications, Online Banking, and eInfo were, and continue to be encouraged, specifically to reinforce details and awareness throughout the campaign.
- ❖ Contact Center
  - The Xtend tele-sales team not only provides loan leads, but also start the loan application on the call via XT Direct. This proves to be an important labor-saving component for our credit unions utilizing XT Direct as one of their cross-marketing tools.
  - For those members who were not interested in a loan at the time of the tele-sales conversation; our agents add value and save the credit union money through verifying member information or cross-selling self-service options such as eStatements.

We are now half-way through our second quarter of XtravXtendza. We expected our mortgage and auto campaign numbers to dip dramatically compared to the first quarter. However, that has not proven to be the case with current numbers showing a sold-on-contact rate of 23%. Our Xtend agents continue to show their sales and member service talents as we assist our credit unions campaign after campaign.

Does this sound like something your credit union could benefit from? Contact Xtend today: [info@xtendcu.com](mailto:info@xtendcu.com) or call 866-981-4983.



# Simplifying and **XTEND**



## SERVICES AVAILABLE

- **TURN KEY EMARKETING**  
eStatement Notifications  
Survey Tools  
Targeted Member Messages
- **FULL SERVICE CONTACT CENTER**  
Telesales  
Chat  
Member Service  
Loan Fulfillment Generation
- **BACKOFFICE SOLUTIONS**  
Bookkeeping Services  
Call Report Configuration  
Loan Servicing  
Compliance Monitoring

## SHARED RESOURCES THAT WORK FOR YOUR BUSINESS

Xtend is very proud of our credit union roots. Our cooperative CUSO model encourages partners of all sizes to consider an ownership position in the company. Since our founding in 2002, our Board of Directors has consisted of nine (9) credit union executives with a common vision of helping their industry peers stay relevant in the eyes of their members in an increasingly competitive marketplace. This vision translates simply—provide the highest quality service at a price point that sets us apart.

Our value proposition focuses on four main objectives: **COMMUNICATION, COLLABORATION, CONNECTION,** and **EXECUTION.** With an overlying spirit of **INNOVATION** that encompasses everything we do. By aligning our goals with your Business Plan, we hope to help redefine your vision of what it means to be partners vested in each other's success. Investment in Xtend allows us to build a business together. We hope you will consider this tremendous opportunity.