

Paying Members for Input Contest

Share Your
Big Idea For A
Chance To
Win \$2,500

Get Member Feedback!

Tell us the information you want to gather from your members inside **It's Me 247** and how you would use it.

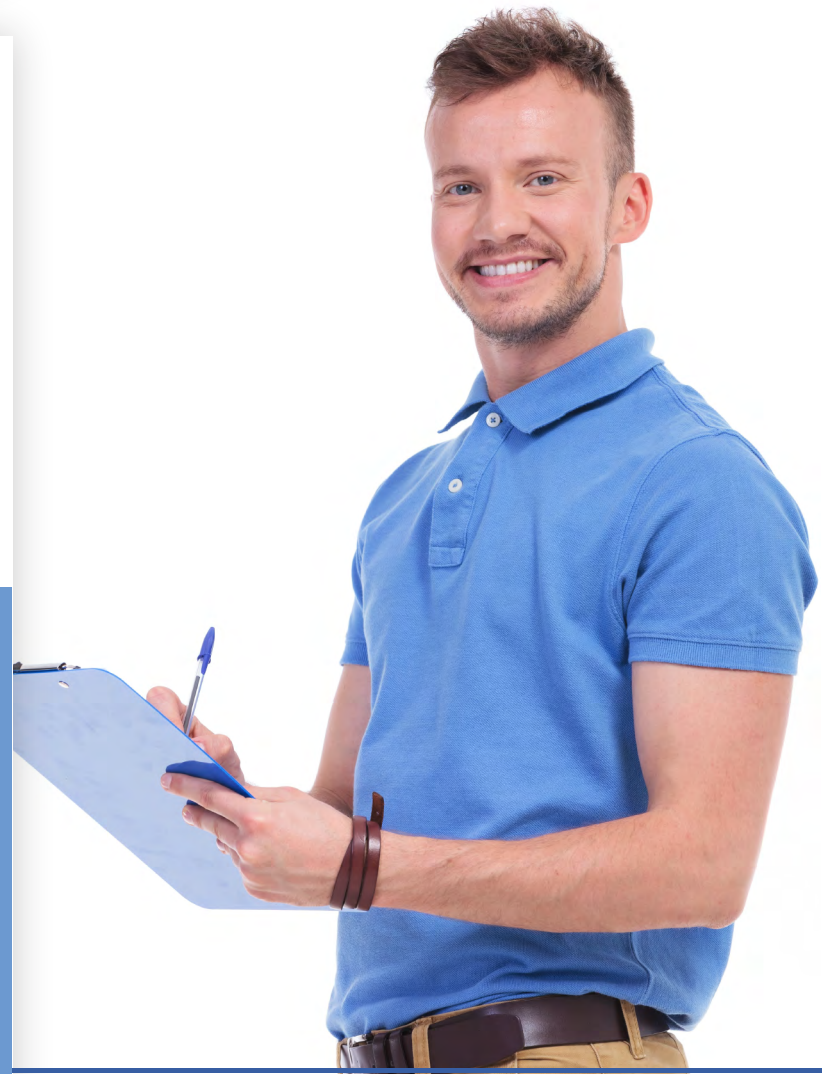
What if you could get valuable ideas from your members via **It's Me 247**?

Would you ask?

Today's consumer is surrounded by opportunities to say what they think. For millions of consumers, clicking a "like" button has become second nature. How could you make this work for you, to help you get great ideas from your members?

Would you pay for your members' ideas?

Now think about incentives: would you pay members for their input? How? What automation would you want to see in **It's Me 247**? How would it be configured? What controls would you want?

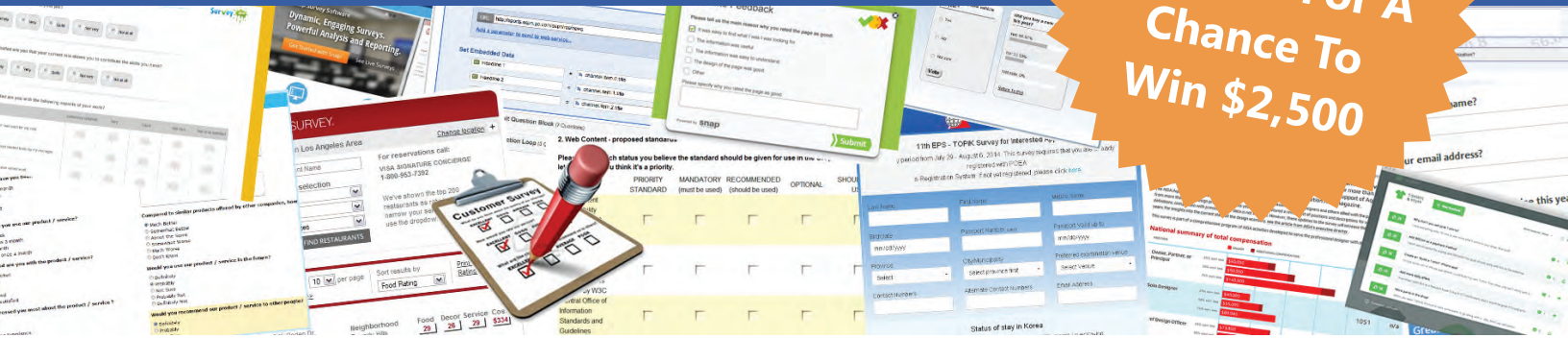


Visit cuanswers.com/member-input-contest to submit your ideas. (Flip over for full instructions)

Be prepared to explain your ideas. Submit by September 18, 2015 for a chance to win \$2,500!

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→ Enter the Contest

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- Your submission should explain how a comment tool would look in **It's Me 247**, including where it would appear in order to get a member's attention.
- Your submission should also outline your ideas for how the comments would be handled after they are submitted. What specific tools need to be built? How would the ideas you receive be used to help your credit union succeed?
- Finally, your submission should explain ways that members could be rewarded for giving you their input. Would you pay members for their ideas? How? What tools would need to be built, and how would they work?

All entries must be submitted by Friday, September 18, 2015. A winner will be chosen by a selection committee and announced at our CEO Strategies conference.

How would you ask for your members' ideas?

If you could build a comment tool for members in **It's Me 247** online and mobile web banking...

What would it look like?

Where would it appear?

How and where would members find it?

How would you use that input?

If you ask members for comments, you must be ready to do something with them.

Who would look at the ideas that are submitted?

How would you respond?

What automation would you want to see in **It's Me 247**?

What controls would you want?

Have A Question?

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