



## REVVING UP YOUR LENDING ENGINE

A Lending Support Partner for Your Credit Union



COMMUNICATE | COLLABORATE | CONNECT | EXECUTE





CU\*BASE PARTNERS CAN LEVERAGE THE NETWORK'S INVESTMENT IN TECHNOLOGY AND XTEND'S INVESTMENT IN PEOPLE TO HELP DRIVE LENDING RESULTS TO NEW HEIGHTS

**Plug our proven support services into your lending support efforts and quickly see results.**

Over the past several years, your partners at Xtend and CU\*Answers have been investing in the resources that help credit unions support their lending factories more effectively. These investments include technology (state of the art IP telephony infrastructure), a robust toolset (CU\*BASE, It'sMe247, Prime Alliance), and a team of call center professionals ready to engage.

Our **LOAN FULFILLMENT CENTER** leverages all of these for your benefit..

**LOAN FULFILLMENT CENTER** is a coordinated effort between our two staffs that targets some or all of the following lending opportunity areas:

- ◆ Lead generation activities
- ◆ Database analysis with targeted calls
- ◆ Inbound member support
- ◆ Product/service cross-sales
- ◆ Post-closing verification

We work with your lending and leadership teams to develop a schedule of events and guarantee

that the busy work of member communication gets executed on time every time. By designing a program together that looks and sounds like your credit union, we are able to leverage the collective efforts of our two teams in a way that reinforces your value proposition with your members.

Our call center and electronic communication specialists will quickly become a trusted partner and an integral part of your lending support team. Put us to work for you today and we guarantee you will see immediate results. We are ready to become your lending support machine!

*LOAN FULFILLMENT CENTER is an affordable and effective extension of your team that will help REV up your member contact engine. We are vested in the success of our credit union partners—put our mouths where your money is.*



### BRANCH XT | Set a higher bar for member support

Our Xtension Call Center agents are ready to answer the phones for you without breaking your budget. Whether it's overflow, emergency stand-in, or after hours member support or a complete first-level member "help desk", our team stands ready to answer the call for your credit union. Join a fast-growing number of CU\*BASE credit unions who have plugged **Branch XT** into their strategic member support plan.

### LOAN FULFILLMENT CENTER | Crank up your lending factory

Every day members are shopping for loans, and we want to help make sure you are "top of mind" before they look and quick to react when they do come calling. Whether the member is shopping online through your web site or It'sMe247, from one of your business partners through Retailer Direct, or looking for a 1st or 2nd mortgage via Prime Alliance, we have just the support you need. Our **Loan Fulfillment Center** services can be selected a la carte or act as a one-stop shop for member contact. Since we leverage the power of CU\*BASE we are able to eliminate the challenges of a traditional lending call center (faxing, re-keying, data integrity, etc.), making closing the loan timely and simple.

### SECRET SHOPPING | Get to know your members and your competition

Finding a vendor to execute secret shopper surveys or competitive rate analysis can be an expensive proposition. Whether it's secret shopping your members on their recent support experience or working your top 5 competitors from *Where Your Members Borrow* from a competitive rate shopping standpoint, our agents can deliver at the low price point you have come to expect from Xtend.

### PREPARING FOR THE FUTURE | Interact with members on their terms

Xtend takes communication seriously. Will you be at the top of the list when they are ready to buy? How will you interact with members while they are utilizing online banking or searching your website? How can you earn the business of members (or prospective members) who may never visit your lobby? Our call center can help provide the answer to all of these. As members become increasingly self-service and tech-savvy, Xtension can provide a cost-effective bridge to the future through our web chat deployment and extended hours of operation. We can be your ace in the hole to get there before the competition.

### Some key components of an empowered Lending Factory include:

#### ◆ Outbound solutions

- Email messages
- It'sMe247 messages
- Data verification calls
- Product awareness calls
- Sales campaign calls

#### ◆ Inbound solutions

- Centralized call answering
- Overflow, After hours
- Loan applications
- It'sMe247 Chat (planned)

#### ◆ Leading-edge technology

- CU\*BASE
- It'sMe247 Home Banking
- IP telephony tools
- Document imaging

**CONTACT US TODAY TO BEGIN  
DESIGNING AN AFFORDABLE  
LENDING SUPPORT SOLUTION  
FOR YOUR CREDIT UNION.**

Services  
Powered  
By **Xtend**

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The logo features the word "Xtend" in a bold, dark green, sans-serif font. The letter "X" is stylized with a white arrow pointing upwards and to the right, integrated into its structure. The text has a slight drop shadow effect.

**Xtend**

[WWW.XTENDCU.COM](http://WWW.XTENDCU.COM)