

# Building the Factory

## I WANT MY CREDIT CARDS TO BE USED

Find out how to  
**ENTICE MEMBERS WITH  
A NEGATIVE BALANCE  
TO USE A CARD!**

**DON'T HAVE THE TIME  
OR MANPOWER?**

**Xtend** can do it  
for you!

*Simple DIY  
Instructions  
Inside!*

# Building the Factory

## Vol. 10: Negative Balance (Overpaid) Loans

This document and the following volumes are intended to give a you and your credit union a complete road map to execute a marketing campaign. Using the tools available, this road map will allow you to market to your members with overpaid credit cards to get them using their cards. This road map will take you from the very beginning of developing the campaign and targeting data, all the way through to the end of the process and the evaluation of the campaign. You will discover within, all the steps necessary to create the campaign, the steps to follow through to the end using the referenced CU\*BASE options to mine the data and track the sales success.

## What is the Campaign?

Contact individuals with overpaid credit card loan balance to entice them to use their credit balance on their account. Why should you do this? Based on Regulation Z you are required to return any balance over \$1 within a certain timeframe. Why not avoid returning the funds and generate some interchange income for your credit union at the same time!?

You can use the report/file listed below to generate a list of members with a balance to call to get them to use their card prior to the date you are required to refund the credit balance. As an example, let's say your marketing strategy is to offer a gift card to members who eliminate their credit balance by using their cards. The gift card will be explained below.

## How Do I Find the Target Group?

This campaign can be started by using the **Negative Balance (Overpaid) Open Credit Loans** option in the Reports (E) (MNRPTE) menu.

This report was designed specifically to show online credit cards that have been overpaid. This report should be pulled by CU personnel at least once a week to see if any of your credit card accounts are approaching the timeline when you are required to return any credit balance back to them.

## Entering the Selection Criteria

The selection is completed behind the scenes. It looks for an actual balance less than zero to populate on the report. There is an export report to file option that will allow you to export the data for use with Member Connect or CU\*BASE Report Builder (Query).

### Negative Balance (Overpaid) Open Credit Loans

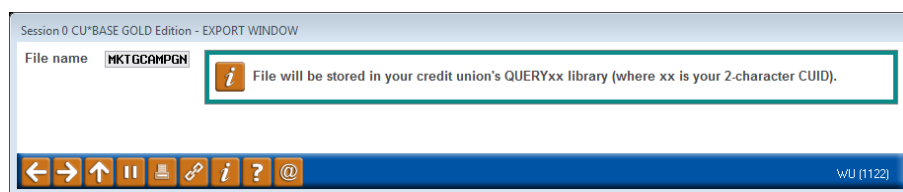
#### Report Options

☒ Export report to file

## Generating the List for Member Connect

Once you select the **Export** button. Select to export the selection of accounts for Member Connect. Enter a file name; this will create a database file in your QUERYxx library.

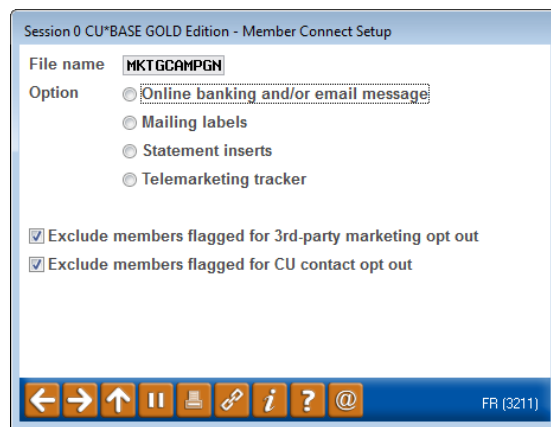
Once you select Accounts for Member Connect a box will appear for you to create a file name where your selection information is stored.



**Note:** Selecting to Export the record for Query will create a database file with the information seen on the screen and all records will be included. Selecting to Export to Member Connect will create a file that includes only Account Base and will eliminate any duplicate records (preventing you from calling the same member twice for a single campaign).

## What Do I Do with the List?

Once you've created your database file, you will want to use the **Member Connect** tools on the Marketing Functions (MNMRKT) menu. From here, you will have a variety of options depending on the resources available to you, and the method you choose to use to market to these individuals. Start by entering your newly created file in the *File name* field.



## Sending an Electronic Communication

1. Enter the name of the database file created in the previous step. (This must have been stored in your credit union's QUERYxx library.)
2. Click the "Online banking and/or email message" button and press enter to continue.
3. Here you have several creation/selection options:
  - If you have performed this campaign before and have already saved a message for this campaign, select the message and select the *Send* button. Go to Step 8.

OR

  - If this is the first time you are performing this particular campaign, select *Create* (F6).
4. Enter a two-digit *Message type 'CC'* (*this is your choice*); this must be a letter and a number or two numbers—two letters are reserved for messages from the Master Message Library.
5. Enter the *Message subject*. As an example for this campaign, enter "**Be Rewarded for Spending!**" This text will appear in the subject line when the message is sent as an email message. Enter to continue.
6. Now you are on Member Connect Message Maintenance screen. Here you can enter or edit the text of the message. Here is an example for this campaign:  
**We have noticed that you've overpaid your credit card! While we appreciate your commitment to on time payments, we are contacting you to ask that you to use your credit card to bring your account to a zero balance. Per government regulation, we will be required to transfer the funds to your savings account on \_\_ / \_\_ / \_\_. Since we want you to reap the benefits of using your available credit, if you bring us 5 receipts to verify that you've spent your credit balance, we will reward you with a \$10.00 Visa gift card!**
7. Select *Save Changes*.
8. Now you are ready to send the email or **It's Me 247** online banking message. Select the message and click the Send option.
  - **IMPORTANT:** All email messages will have the Signature Line message (SL message) text automatically appended to them. Editing the Signature Line or (SL message) is similar to editing a message. *SEE ALSO:* [Editing the Signature Line \(or SL Message\)](#).
  - **TIP:** In your Signature Line, you may want to include text explaining how a member can "opt out" of receiving future marketing email messages. This can be done by having them "opt out" using the two options on the Info Center | Contact Preferences page in **It's Me 247**.
9. Select to send the message via *Priority*. This will send the message to members with email addresses first, and then to members with online banking accounts without email addresses. Set a comment purge date one month out from the current date.
10. Click *Send* (F5).
  - NOTE: Online banking messages will only be sent to members who have already logged into online banking.
11. Press Enter to confirm your sending.



## Creating a Call Campaign

Prior to initiating a call campaign, you will need to ensure that the proper cross sales configurations have been set up.

### Configuring Cross Sales

In order to use the Member Connect tool to create a sales tracker for a telemarketing campaign, you must first complete the following steps:

1. Create a Cross Sales Tracking Need Group for the campaign
2. Set up the tasks associated with the Need Group

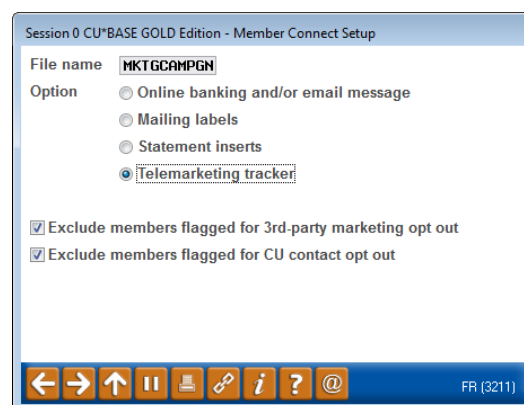
These can be configured in **Configure Cross Selling Tools** on the Member Tracker Tools (MNTRAK) menu. Check out the [Cross-Selling Credit Union Services & Next Suggested Product](#) booklet for more information.

### Using Member Connect to Create a Telemarketing Tracker

Once the cross sales need group and tasks have been set up, you can use Member Connect to create a telemarketing tracker for the purposes of a call campaign.

You can get to the Member Connect tools via the Member Communication (MNPRTC) menu as well as through the Credit Report Data Mining tool.

Enter the file name created, select *Telemarketing tracker* and press Enter to continue.



This will bring you to the “Generate Trackers from Database File” screen. From this screen, you’ll be able to set the details for the sales tracker that will be created on the member record.

**Create as tracker type:** ST – Sales Tracker

**Create as memo type:** IN – Initiate

**Tracker key word:** “Sales Tracker”

**Warning!** If you enter a Tracker Key word that is different from an existing Tracker Type, you will create a new Tracker. This will not, for example, be appended to the member’s Sales Tracker. It is recommended that you enter Sales Tracker here.

**Tracker follow-up date:** Enter the date by which the first round of calls should be made.

**Tracker text:** Notify the member that their credit card is in an overpaid status and suggest that they use their card or funds will be transferred to their savings account.

**Tip:** Cross sales tasks can be configured with tips, which could include the call script.

**Assign telemarketer ID:** Enter the ID of the individual who will be making the calls.

**Tip:** Too many records for one person? Assign the follow-ups to a generic employee ID that multiple people can work off.

**Assign cross sales need group:** \_\_\_\_

**Assign cross sales task #:** \_\_\_\_

Once the information has been entered on this screen, you will go to a final confirmation screen that will also print a report of the members for which a new tracker was created. They are now ready to be worked!

## Working the Cross Sales and Completing the Call

Once the trackers have been created, calls can be initiated either from Work Follow-ups or from the Cross Sales screen for that member. (You can use the report that was generated when creating the trackers to go through the list.)

In “Work With Follow-ups” select a record and click on *Cross Sales*. Here you will see the Cross Sales task that was set-up and that can be worked.

### Cross Sales Tasks

Account base 

ROBERT

Credit score 617

Filter by need group

Filter by task

Need Group	Task	LT	Last Memo Type	# Conv
30 L-Z	05 Loan Steals	ST	IN Initiate	1

Once the call has been made, record the conversation based on the results of the call.

## Call Script

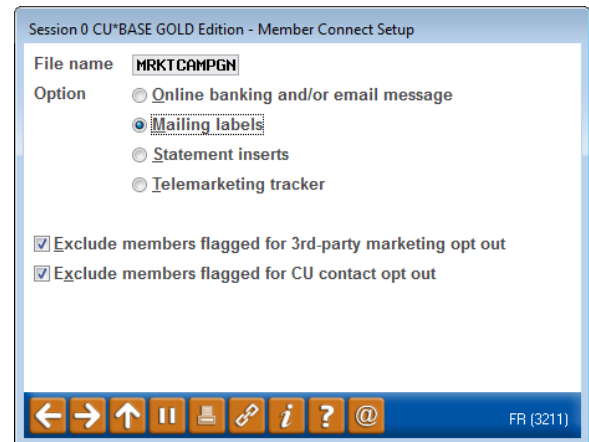
*Hello Mr./Mrs. \_\_\_\_\_. I see that you have overpaid your credit card loan. We are contacting you to you ask you to use your credit card to bring your account to a zero balance. Otherwise, per government regulation, we will be required to transfer the overpaid amount to your savings account on \_\_/\_\_/\_\_. Since we want you to reap the benefits of using your available credit, if you bring your account back to a positive balance we will reward you with a \$10.00 gift card!*

## Sending a Mailing or Selective Statement Insert

To market to the member via a mailing, you have the option of either creating mailing labels or to create a file for selective statement inserts.

## Creating Mailing Labels

From the Member Connect Setup screen, enter the File name that was created in the Credit Report Data Mining menu option and select *Mailing Labels*. This will take you to the Member List Generator to include further exclusions as desired. Since you have already generated the list you want, you can enter through the List Generator screens to choose your label size and print them.



The screenshot shows a software window titled "Session 0 CU\*BASE GOLD Edition - Member Connect Setup". Inside, the "File name" field contains "MRKTCAMPGN". Under the "Option" section, four radio buttons are listed: "Online banking and/or email message", "Mailing labels" (which is selected), "Statement inserts", and "Telemarketing tracker". Below these, two checkboxes are checked: "Exclude members flagged for 3rd-party marketing opt out" and "Exclude members flagged for CU contact opt out". At the bottom, there is a toolbar with icons for navigation and help, and a status bar on the right that reads "FR (3211)".

## Selective Statement Inserts

If you would prefer to add a statement insert, selecting the *Statement inserts* option will take you to a window that will let you designate which selective insert you will be setting up. This step simply copies the database file from your QUERYxx library to your FILExx library, giving the file the appropriate STMT## file name so that it will work with the selective inserts system. Select *Process* (F5) to continue to the statement setup screens.

Refer to the [Selective Marketing through Printed Statements](#) booklet for more information.

## How Do I Follow Up and See My Results?

Ideally this report would be run on a weekly basis. If weekly is not possible at least monthly is highly suggested. You will be able to track the success of your efforts by noticing a decreasing number of accounts and/or credit balances. You can also look for members names reoccurring on your list. The results of this report can be used as to see how your members respond to email and call campaigns as consideration for future marketing efforts as well.



## Campaign Form



Don't have time to complete this or another campaign yourself? Let Xtend do the work for you. Assuring we meet and exceed your expectations is very important to us. The information below will be utilized for quality assurance purposes. This form serves as your formal written consent for Xtend to deliver messages using the CU\*BASE Member Connect Program on your behalf. Once completed please return to the Business Support Representative Team via email to [info@xtendcu.com](mailto:info@xtendcu.com)

☐ I agree to all of the terms & conditions of this Member Connect message request, as specified above.

<b>Credit Union Name</b>		<b>Date Submitted</b>	
<b>CU #</b>		<b>Employee Name</b>	
<b>CU ID</b>		<b>Email Address</b>	

<b>Campaign Topic</b>	_____ (Example: Auto Loans)
<b>Campaign Date</b> (Preferred Option week - 1)	Week of _____
<b>Campaign Date</b> (Preferred Option week - 2)	Week of _____

## Form of Outbound Communication

Outbound Calls	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>It's Me 247</b> Online Banking Secure Message	<input type="checkbox"/> Yes <input type="checkbox"/> No
Email Message	<input type="checkbox"/> Yes <input type="checkbox"/> No	Lobby Banners	<input type="checkbox"/> Yes <input type="checkbox"/> No
OBC Post (only available for Member Reach clients)	<input type="checkbox"/> Yes <input type="checkbox"/> No	Mailer	<input type="checkbox"/> Yes <input type="checkbox"/> No





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