Volume 16: List Generator (Database/Labels)

Building the Factory

I WANT TO INCREASE MY DEPOSITS

Find out how to
CONTACT MEMBERS WITH CHECKING AND NO ACH!

DON'T HAVE THE TIME OR MANPOWER?
Xtend can do it for you!

Simple DIY Instructions Inside!

CU*ANSWERS Management Services

Building the Factory

Vol. 16: Members with Checking Relationship and No ACH Relationship

This document and the following volumes are intended to give a credit union a complete road map to execute a marketing campaign. This road map will take the user from the very beginning point all the way through to the end of the process and the evaluation of the campaign. This design will contain 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?

A member with a checking account without any ACH activity is a huge potential for any credit union. The member already has a relationship with you but likely not using you as their primary institution. This is an opportunity to reach out to them and entice them into ACH activity whether it be direct deposit or the debiting of bills. Both activities can make life easier for your members and can generate income for the credit union. We will walk through the process to identify those members and contact them! Use this as an exercise in establishing or building upon a sales culture.

1. You can take it upon yourself and follow the step by step instructions in the subsequent pages.

-OR-

2. You can contact Xtend at 800-327-3478 or info@xtendcu.com and they will handle everything for you.

How Do I Find the Target Group?

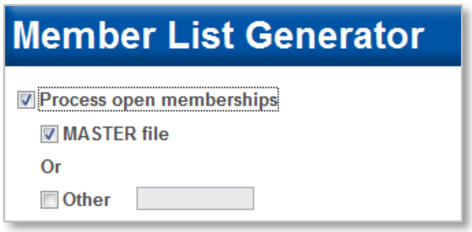
This campaign can be started by using the **List Generator (Database/Labels)** tool in the Member Communication (MNPRTC) menu.

This tool will allow you to quickly identify all members who do not currently have an ACH deposit, with the ability to export the information to a file to use with Member Connect.

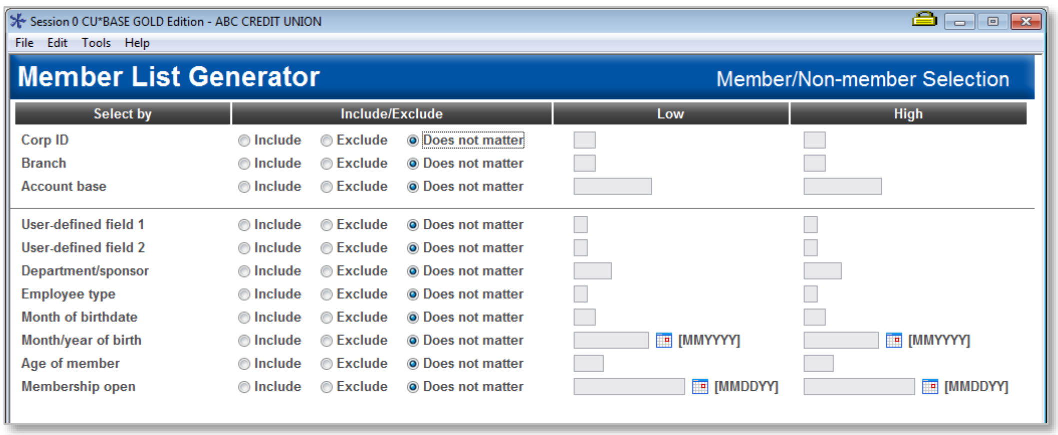
Entering the Selection Criteria

1. Navigate to the **List Generator (Database/Labels)** option on the Member Communication (MNPRTC) menu.

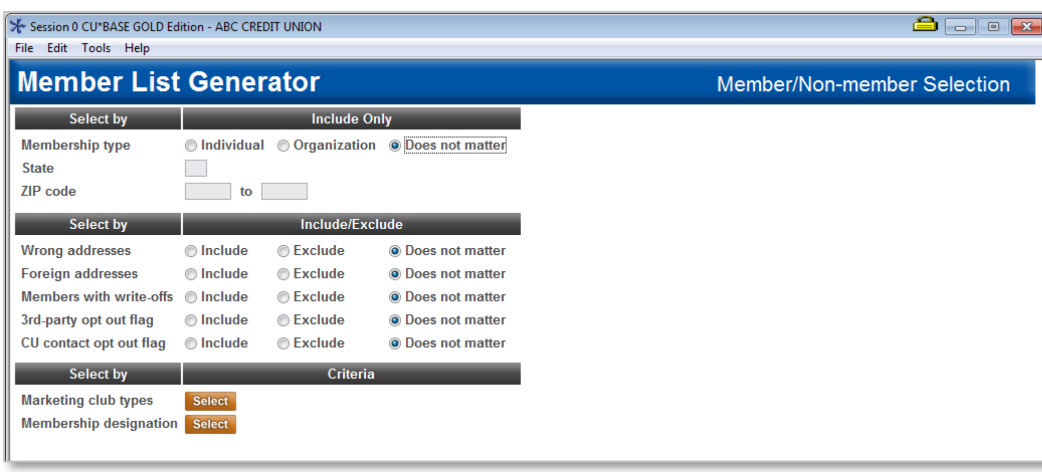
2. On the first screen of the Member List Generator, choose to work with open memberships and then press Enter.



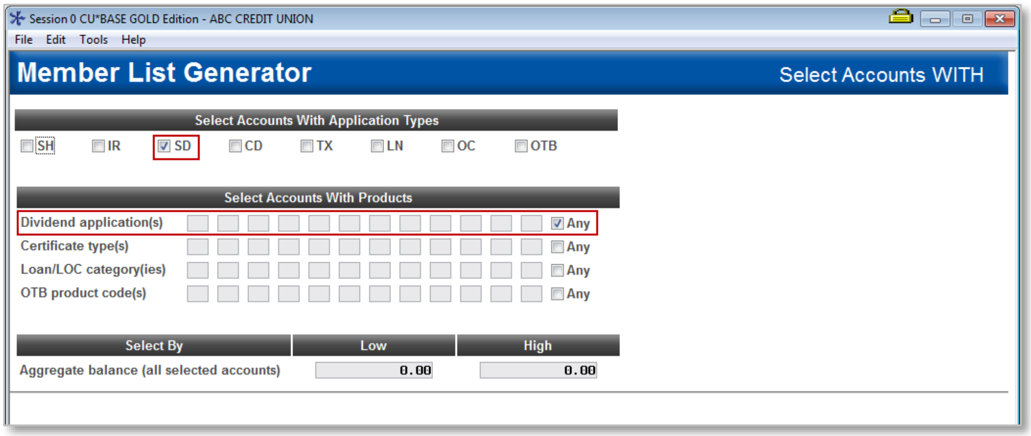
3. On the next screen ensure that "Does Not Matter" is selected for all options and then press Enter.



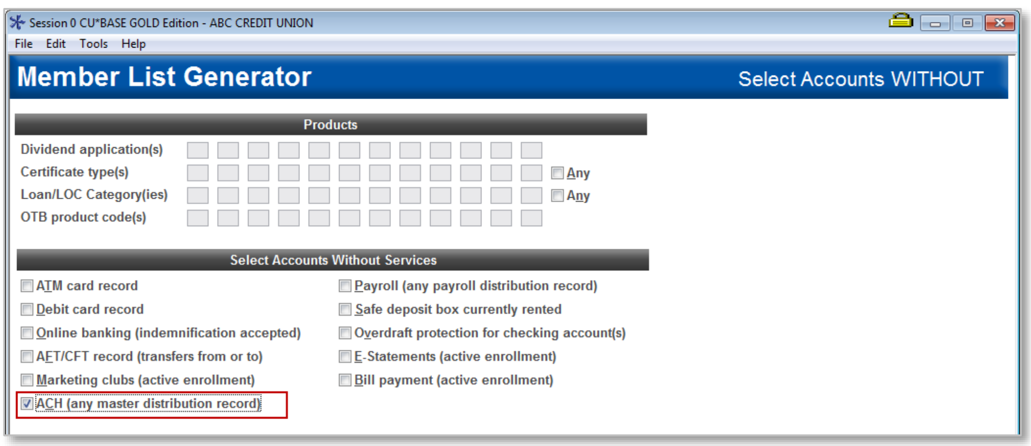
4. On the next screen, ensure that "Does Not Matter" is selected for all options and then press Enter. Exclusions could be added for members with written off loans, and opt out flags if you so desire.



5. On the next screen select SD for the *Application Type* and select *Any* for the *Dividend Applications*. This ensures that any member with a checking relationship will be included. If you wish to exclude members with a specific type of checking account, you can use the *Dividend Applications* section to define which specific checking products you would like included in the campaign. Press Enter to continue.

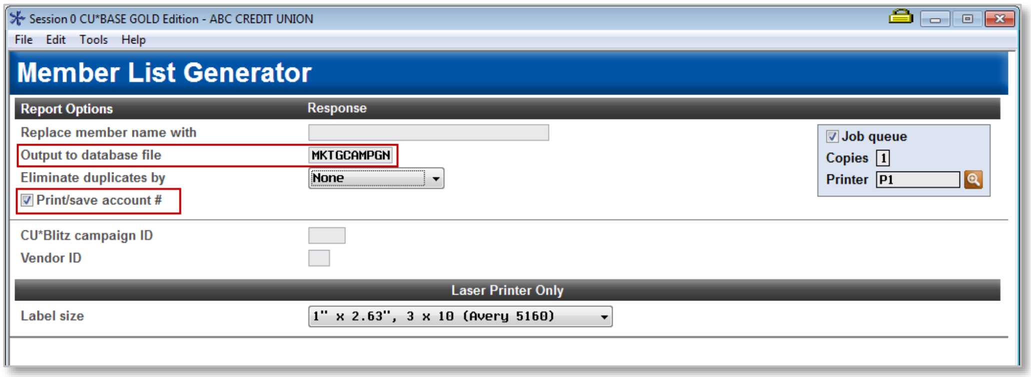


6. On the next screen, check the box for **ACH (any master distribution record)**



7. On the next screen, leave your sort criteria blank and hit Enter.

8. On the final screen, you will input a database file name and also check the box for **print/save account#**. This is necessary for the database file to be used with Member Connect.



9. Now, the database file has been created and can be used to communicate with members. This file can be given any name you desire, but it can be helpful to give the file a timestamp. For example, naming the file NOACH1014 to indicate the file was created October 2014.

Other Considerations

This sequence identifies members who have not interacted via ACH in the past. This is a great group of members to educate about ACH and learn more about how they are getting paid today and cross-selling having their deposit relationship moved to the credit union.

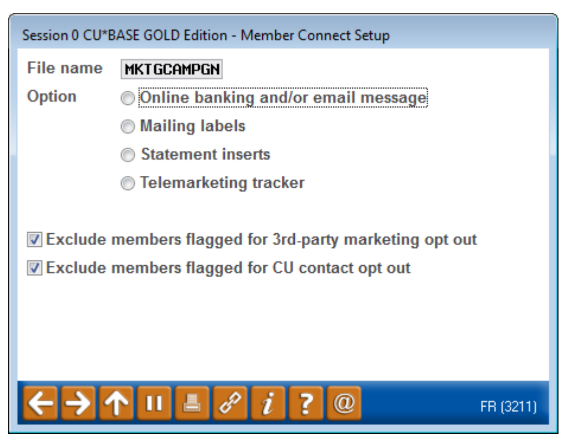
Generating the List for Member Connect

The list of members to communicate with is created based upon the name that is provided within the *output to database file* field.

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, select the ***Member Connect*** button on the screen. 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*; 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* **"Direct Deposit is Easier than Ever"**. 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. Enter your text as follows:
   If you haven't tried direct deposit, now is a great time. Having your payroll directed to the credit union is easier than ever. Contact us to learn more!
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

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 "Telemarketing Tracker" button and press enter to continue.

3. Ensure that Create as Tracker Type is set to ST (Sales Tracker)
4. Choose a memo type of IN for Initiated
5. Choose a tracker key word of “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.

6. Choose a follow-up date of today.
7. Check the box for “Append to Existing Tracker”
8. Enter the tracker text as follows…
    - **Talk to member about Direct Deposit**
9. Choose a telemarketer ID of the employee who is generating the leads
    - A pseudo-employee id could be created if you want the effort to be established without a physical employee id.
10. Choose a need group of ____
11. Choose a task of ____
12. Check the boxes for excluding members that are opted out.
13. Coach your team on reviewing the “Follow-Ups” badge within the member inquiry screens.

Sending a Selective Statement Insert

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 “Statement Inserts” button and press enter to continue
3. Enter the Statement File ID number you wish to use
    a. Depending on how many selective statement inserts are used in the month desired, you may need to change the ID number listed.
4. Check the boxes for excluding members that are opted out.
5. Click on “Process”
6. Choose the Statement Format ID that the insert will be used for
7. Hit ENTER through the statement messages
8. Based on the number chosen in step 3, reference the file name of STMTxx (where xx = the file id number chosen) and enter a description of the insert and make selections for “Leftover Pieces” and choose “Selective”
9. Press Enter to save and follow standard procedures for getting insert to your statement provider

How Do I Follow Up and See My Results?

There are a couple of options for you to track the success of your checking account campaign. The following are two of our favorites;

1. Review the **Tiered Services Monthly Comparison** from the Management Analysis Dashboard (MNMGMD) menu and review the past few months and look for an increased percentage of people with ACH transactions.
2. If a Telemarketing Tracker was utilized, use the **Cross Sales Analysis Report** available from the Member Tracker Tools (MNTRAK) menu to review how many of the initial tracker conversations generated ended with a sale.
    - Choose to sort by Ending Point Employee to provide your team with an analysis of who closed the most deals.

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

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

Credit Union Name		**Date Submitted**	
CU #		**Employee Name**	
CU ID		**Email Address**	

Campaign Topic	______________________________ *(Example: Auto Loans)*
Campaign Date (Preferred Option week - 1)	Week of ____________
Campaign Date (Preferred Option week - 2)	Week of ____________

Form of Outbound Communication

Outbound Calls	☐Yes ☐No	**It's Me 247** Online Banking Secure Message	☐Yes ☐No
Email Message	☐Yes ☐No	Lobby Banners	☐Yes ☐No
OBC Post (only available for Member Reach clients)	☐Yes ☐No	Mailer	☐Yes ☐No

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