

Building the Factory

WHO ON STAFF IS WAIVING MEMBER FEES?

Find out about
FEE INCOME!

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

Xtend can do it
for you!

*Simple DIY
Instructions
Inside!*

Building the Factory

Vol. 18: Fee Income Analysis

This document is intended to give the credit union management team a complete road map to understanding fee opportunities and what they might be missing. 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. This design will contain all the steps necessary to create the reports, the steps to follow through to the end using the referenced CU*BASE options to mine the data and track the results.

What is the Campaign?

This is an internal campaign to educate your staff on the importance of the credit union's fee structure to ensure they understand when and why they can waive fees. Your staff will be able to see how fee income plays into the bottom line. This report can help to answer the following questions:

- Are the fees priced correctly?
- Should we add new fees or increase current amounts?
- Is the staff waiving too many fees?

How Do I Find the Target Group?

This campaign can be started by using the **Fee Income/Waiver Dashboard** located on the Management Analysis Dashboards (MNMGMMD) menu.

The Fee Income/Waiver Analysis provides you with a centralized view allowing you to analyze your month-to-month member service fee income, along with data on the frequency of your opportunities to earn. Included is information on the number and dollar amount of your fee waivers, for example through Tiered Services and marketing clubs, so you can get a quick look at how they are affecting your bottom line. If you have any questions on how your fees are configured, handy lookups allow you to access the configuration screens directly from the analysis.

Entering the Selection Criteria

Selection criteria is easy to fill out. Select two months at the top of the screen to compare data and view trends in fee income and waivers. The summary tab contains your figures; other tabs contain graphs based on the criteria you have selected.

Summary View:

Session 0 CU*BASE GOLD Edition - ABC CREDIT UNION

File Edit Tools Help

Fee Analysis Fee Types

Corp ID All Corporations

Current view is Fee Types View Waivers Current view values are amounts View # of Fees

Summary Opportunities Charged Waived

Description	Aug 2014				Sep 2014			
	Opportunity	Charged	Waived	% Waived	Opportunity	Charged	Waived	% Waived
ACCOUNT SERVICE CHARGES	9,895	325	9,570	96.7	9,470	265	9,205	97.2
CASHED CHECK FEES	203		203	100.0	194		194	100.0
CU+EASYPAY! SERVICE CHA	554	554	0		514	514	0	
MINIMUM BALANCE SERVICE	160,553	5,660	154,893	96.4	161,565	6,615	154,950	95.9
NEW MEMBER FEE	4,320	4,205	115	2.6	3,700	3,845	145	3.9
PRINTED CHECK FEES	950	220	730	76.8	1,066	271	795	74.5
PRINTED MONEY ORDER FEE	1,033	530	503	48.6	1,006	508	497	49.4
PHONE TRANSFER FEES	4,448	384	4,064	91.3	4,401	365	4,036	91.7
STARTER CHECK FEES	1,216	267	949	78.0	1,343	304	1,039	77.3
SHARE DRAFT NON-RETURN	32,130	32,130	0		34,195	34,195	0	
STOP PAYMENT FEES	1,400	490	910	65.0	980	455	525	53.5
TRANSACTION HISTORY PRI	368	54	314	85.3	374	76	298	79.6
TRANSACTION SERVICE CHA	28	28	0		12	12	0	
Totals	217,098	44,847	172,251		218,820	47,425	171,394	

FR (3503) 10/24/14

Other Considerations

The *View Waivers/View Fee Types* (F11) key toggles between Fee Types (summary) and Reasons Waived.

The *View # of Waivers/View Waiver Amounts* (F10) toggles between dollar amount and the fee count.

The text in the top right hand corner indicates what toggle selections are currently selected.

View Waivers:

Session 0 CU*BASE GOLD Edition - ABC CREDIT UNION

File Edit Tools Help

Fee Analysis Reasons Waived

Corp ID All Corporations

Current view is Reasons Waived View Fee Types Current view values are amounts View # of Waivers

Summary Opportunities Charged Waived Waive Rates

Description	Aug 2014				Sep 2014			
	Opportunity	Charged	Waived	% Waived	Opportunity	Charged	Waived	% Waived
ACH member account is exe	36,585		36,585	100.0	39,325		39,325	100.0
MINIMUM AGE	4,619		4,619	100.0	4,754		4,754	100.0
EXCEEDS MAXIMUM AGE	691		691	100.0	664		664	100.0
AGGR SAV EXCEEDS MAX	104,415		104,415	100.0	101,455		101,455	100.0
FEE PARTIALLY WAIVED	772	352	420	54.4	744	332	411	55.2
MAX FREE TRX NOT REACHE	203		203	100.0	194		194	100.0
HAS MARKETING CLUBS	10,623		10,623	100.0	10,425		10,425	100.0
FEE MANUALLY INCREASED	312	630	318	101.9	391	771	380	97.1
FEE MANUALLY WAIVED	7,013		7,013	100.0	6,546		6,546	100.0
Fees not waived	43,866	43,866			46,322	46,322		
Totals	217,099	44,848	172,251		218,820	47,425	171,394	

FR (3503) 10/24/14

View of fee counts:

Description	Aug 2014				Sep 2014			
	Opportunity	Charged	Waived	% Waived	Opportunity	Charged	Waived	% Waived
ACCOUNT SERVICE CHARGES	1,979	65	1,914	96.7	1,894	53	1,841	97.2
CASHED CHECK FEES	20,386		20,386	100.0	19,408		19,408	100.0
CU+EASYPAY! SERVICE CHA	112	112	0		104	104	0	
MINIMUM BALANCE SERVICE	32,036	1,061	30,975	96.6	32,228	1,243	30,985	96.1
NEW MEMBER FEE	432	408	61	14.1	370	362	37	10.0
PRINTED CHECK FEES	950	220	730	76.8	1,066	271	795	74.5
PRINTED MONEY ORDER FEE	1,033	530	503	48.6	1,006	509	498	49.5
PHONE TRANSFER FEES	2,247	215	2,032	90.4	2,227	209	2,018	90.6
STARTER CHECK FEES	421	178	377	89.5	456	194	413	90.5
SHARE DRAFT NON-RETURN	918	918	0		977	977	0	
STOP PAYMENT FEES	40	14	26	65.0	28	13	15	53.5
TRANSACTION HISTORY PRI	184	27	157	85.3	187	38	149	79.6
TRANSACTION SERVICE CHA	10	10	0		7	7	0	
Totals	60,748	3,758	57,161		59,958	3,980	56,159	

What Do I Do with the Information?

Once you've analyzed the data, you can use the information you have obtained to both review your current fee schedule and implement new fees or offer an incentive to your staff to no longer waive the fee income.

Implementing a New Fee

If during this analysis you found that you could be using a CU*BASE feature (or service charge) to increase your fee income, we would be happy to discuss your options in activating this charge.

How Do I Implement a New Fee on CU*BASE

Implementing a new fee on CU*BASE is easy; all you need to do is complete the following steps.


1. Have an idea of what you would like to charge. I.e.: Request to implement a check cashing fee.

Tip: Using online help for this menu option will link you to all the configuration options that are available.

2. Determine your criteria of who should be charged and any exceptions you would like to have for waving the fee. I.e.: age, aggregate balance or loan balance.
3. Contact the Client Services team to assist with the setup and testing of your new fee.

Waived Income Analysis

What should you do with the income being waived? This is a great opportunity to see if the fees are being waived by settings in the configuration or manually by your team members. Based on your



findings you could see that your exceptions/tier scoring settings are working correctly and benefitting your members or even find a new fee you could waive to your exceptional members. This analysis also gives you an opportunity to see what fees are manually being waived by staff. Using this information you can talk to your team to determine why they are not charging the fees and possibly enforce this to increase your bottom line.

Graphs and Exporting the Data

You can use the different tabs along the top of the screen to different graphs associated with opportunities, charged, waived, and waive rates. This dashboard will let you export the data into a PDF, Excel, or saving the data by using the options on the upper right hand side of the screen.

How Do I Follow Up and See My Results?

Hopefully as you work to increase your bottom line, you will find that using this dashboard will allow you to assess the fees in place and ensure they being charged based on your fee schedule or give you an opportunity to implement new ones. As you work though pushing these fees or implementing new one you will see the number of waived fee's decrease and your bottom line increase.

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	<input type="checkbox"/> Yes <input type="checkbox"/> No	It's Me 247 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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