Building the Factory

HOW DO I IMPROVE MY COLLECTIONS PROCESS

Find out about
TRACKER LISTING!

DON'T HAVE THE TIME OR MANPOWER?

Xtend can do it for you!

Simple DIY Instructions Inside!

CU*ANSWERS
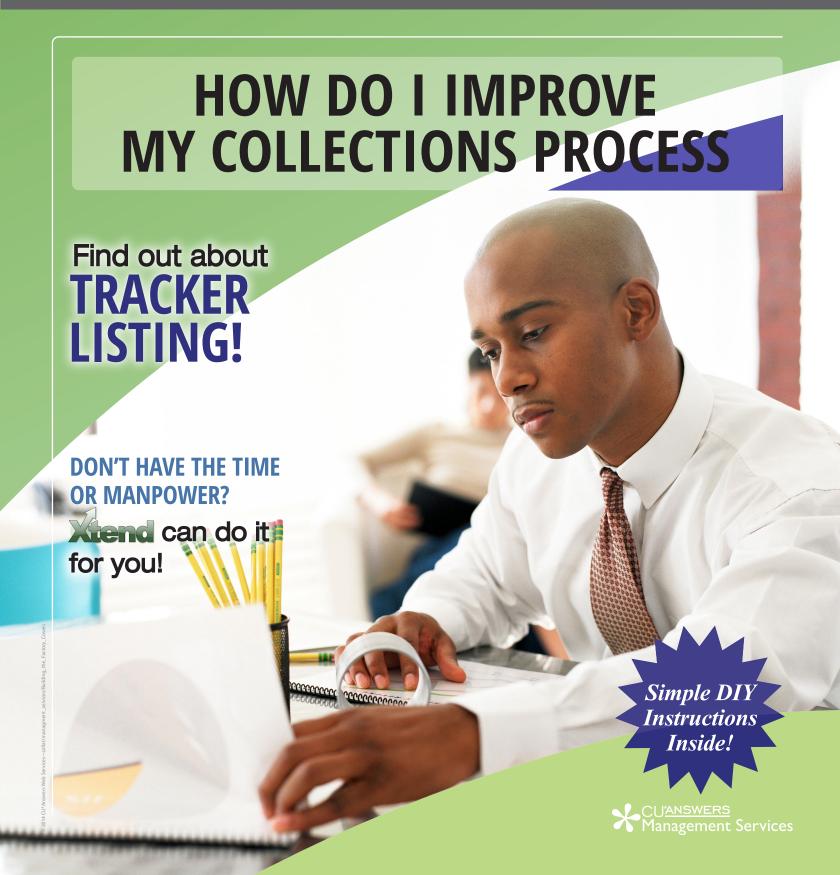Management Services

Vol. 21: Improving Collections with Trackers

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?

Every good manager will need to track the volumes their team is producing. Why? Because you cannot measure success if you do not track and document your efforts. Input of quality trackers by your collections staff in CU*BASE is a tool that you can ultimately use to track success in not only your collection efforts but various other uses we will mention later. It can also be helpful to see not only what your employees are saying in the trackers, but how are they saying it as well. This can be used as a strong coaching tool for improving existing employees or keeping a close eye on new employees. This process will show you how to do both. As stated, we will concentrate on collections but this applies to all who use the tracker system.
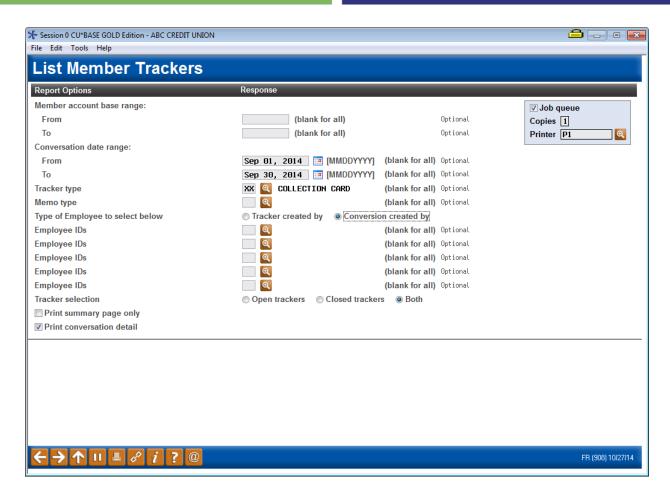
Where Do I Begin?

1. In CU*BASE, navigate to the **Collections Dashboard** in the Collection Processing (MNCOLL) menu
2. Select the **Work Collections** menu option
3. Select the **Tracker Listing** tab at the bottom left side of screen.

Tracking volumes

Ignore the fields for **Member account base range** and input a **Conversation date range**. These options can be used to drill down to a more specific level but this is a higher level view we are taking. This can be one day or years, but frequently this is monthly or weekly.

Then input the **Tracker type** of XX for Collection Card.

For tracking everything do not put in a **Memo type**.

Verify that the **Conversation created by** radio dial is chosen

Populate IDs as needed - one up to five or leave blank for everyone
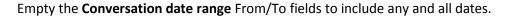
For **Tracker selection** choose Both

In the bottom left check the **Print summary page only** and make sure the **Print conversation detail** is unchecked. Press Enter.

What Do I Do with the List?

You will get a report showing the number of memo codes used by each employee requested and a summary of the memo codes used by all employees. This is a good way to see who is using the correct memo codes, the most descriptive memo codes, how many times they worked on the same account (Avg Conv Per Account), and the number of follow-ups created and worked.

Tracking Conversations

Input an account base in both the **Member account base range** From/To fields.

Empty the **Conversation date range** From/To fields to include any and all dates.

Then input the **Tracker type** that is being reviewed (XX in our sample).

For tracking everything do not put in a **Memo type**.

Verify that the **Conversation created by** radio dial is chosen

Populate IDs as needed - one up to five or leave blank for everyone

For **Tracker selection** choose Both

In the bottom left check the **Print conversation detail**. The system will automatically generate a summary page but you can choose to ignore that output. Press Enter.

What Do I Do with the List?

You will get a report showing the full details of what is written on trackers. This is useful for reviewing comments made by your team members. They can also be used in legal proceedings, or a management review of the account.

```
*...+....1....+....2....+....3....+....4....+....5....+....6....+....7....+....8....+....9....+....0....+....1....+....2....+....3
 7/15/14  16:20:17                                        FEDERAL CREDIT UNION                      LTKLE2          Page
   RUN ON    7/15/14                                    Tracker Listing Summary                              User  JERRYC
                             Number of     Follow Ups  Open        Over Due   Accounts  Avg Conv
 Employee                    Conversations Created  Follow Ups  Follow Ups   Worked    Per Acct
                                 155          77        12          6          155       1.00
 Totals                          155          77        12          6          155
 Tracker Type                Memo Type      # of Conversations
 LOAN AUDIT                  DATA CHANGE          18
 AUDIT TRACKER              OFAC/PLC Pass         38
 COLLECTION CARD            COLLECTOR UPDT        82
 AUDIT TRACKER              Address Change         7
 MEMBER SERVICES           COLLECTOR UPDT         3
 NOTICE TRACKER            Notice Mailed          3
 LOAN AUDIT                Policy Except          2
 PHONE CONTACT             COLLECTOR UPDT         2
                                      *** END OF REPORT ***
```

How Do I Follow Up and See My Results?

Ideally this report would be run and monitored on a weekly basis. If weekly runs are not possible due to time or staffing restraints, we would encourage this to be done on a monthly basis. Regardless of timing it can aid managers in performance reviews and a useful coaching tool for your collectors from the most tenured employee to your most recent hire.

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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