

Building the Factory

I WANT MORE MORTGAGES

Find out about
**FIRST MORTGAGE
REFINANCE!**

DON'T HAVE THE TIME
OR MANPOWER?

Xtend can do it
for you!



*Simple DIY
Instructions
Inside!*

Building the Factory

Vol. 27: Where Your Members Borrow—First Mortgage Edition

This document and the other volumes in this series 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.

Opportunity Analysis

This is an opportunity to manufacture incredible amounts of revenue for your credit union and your mortgage portfolio like never before! Your credit union offers first and second mortgages? Great. You have a Mortgage Cadence mortgage origination and processing site through CU*Answers, and even have access to the secondary mortgage market? Perfect. You have the ability to do more!

Even in a mortgage market shifting from refinances to purchases, you can still build a solid campaign targeting members and non-members who have their home financed through another institution. They already applied for credit at your institution, and have good credit. You will have the ability to target whatever credit threshold you would like, depending on your risk tolerance. There is no better time than the present to build their mortgage relationship with your credit union. In this volume we will focus on first mortgage portfolio building and refinance opportunities.

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.

What is the Campaign?

Contact current members or non-members with whom you already have a relationship in some capacity and that have a mortgage financed with another institution, and offer a refinance opportunity to them. You may narrow the search results by date range, credit score, type of mortgage and even target or exclude particular financial institutions.

How Do I Find the Target Group?

1. Begin by accessing the Management Processing /Active Beta (MNMGMT) menu.
2. Select **Where Your Members Borrow**.

Entering the Selection Criteria

1. On this screen you will be asked to choose your sort criteria. You will be asked to input a date, chose between member or non-member, and set a credit score threshold. For this particular campaign, you would select a loan type of “All mortgages.” However, you can also select second mortgages if that is all you wanted to focus on.

Where Your Members Borrow

Loan request from Sep 01, 2014 [MMDDYYYY]

Member type ☒ Member ☐ Non-member

Display top 00

Omit credit scores < 0620

Loan type All mortgages

Creditors 71

Unique SSN 415

Total present balance 27,384,682

Analysis

Loans

Original Balances

Present Balances

Creditor	Type	Count	Original Balance	Present Balance	
WELLS FARGO HM MORTGAG	Export	M	35	4,144,767	3,650,085
CHASE	Export	M	32	2,866,131	2,720,212
BK OF AMER	Export	M	23	2,129,780	1,854,062
CITIMORTGAGE INC	Export	M	26	2,211,226	1,837,906
PNC MORTGAGE	Export	M	18	2,228,225	1,801,900
OCMEN LOAN SERVICING L	Export	M	13	1,262,742	1,092,764
NATIONSTAR MORTGAGE LL	Export	M	13	1,195,737	1,085,455
QUICKEN LOANS	Export	M	7	899,510	877,664

1. The overall analysis is initially displayed showing your financial institutions, total dollars and number of individuals associated with said loans.
2. You may choose the other tabs for graphical representations.
3. You may then use the export function to create a PDF, Excel or database file.

Other Considerations

In order to generate a list that doesn't include your existing loans, as you are likely not interested in refinance your own credit unions loans, use the *Exclude Creditor* function. Select a record that has your institution in the Creditor Name column and select *Exclude Creditor*. Now you're only seeing loans from other institutions. If you are unsure what institutions you excluded, select the **Creditor Exclude** button to see the list. You also have the ability to reinstate any creditor.

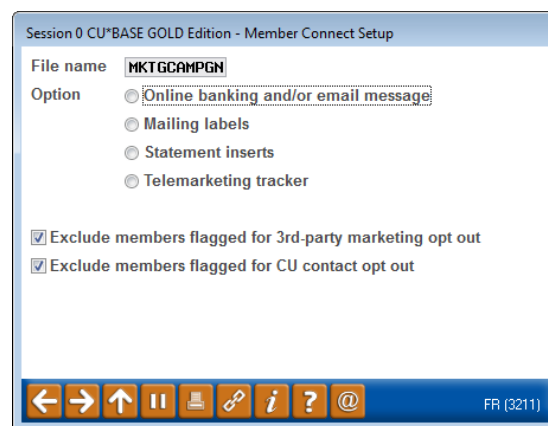
Generating the List for Member Connect

Once you narrowed down your list of records to only those you want to contact, 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.

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 will 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* "**Refinance Now!**" 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. Create your own message or use this message as a template:

Do you have your home financed at another institution? _____ Credit Union is here to help. With rates as low as ___% APR*, we are in the business of saving YOU money and



bring your mortgage servicing closer to home. For more information on our rates and products, call us at (____) ____-____ or visit us online at _____.

Thank you for being a member of _____ Credit Union!

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 \(or SL Message\)](#) in online help.
 - **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. Select *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.

HTML Email

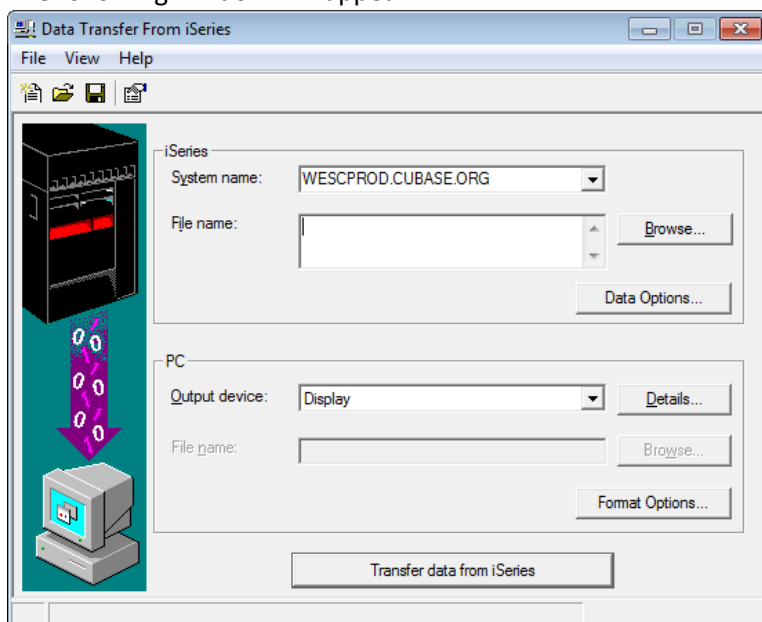
If you chose to send your message in HTML you can do so by following the steps below. Whatever you send out of CU*BASE, you will want to bring that information back into CU*BASE. For example, opt out and returned emails.


Note: You should never download a file that includes account base or SSN from CU*BASE. If you are downloading a file for the purposes of sending an HTML email, you will first need to Export the records in the dashboard for Query. Then you can update your new file in the **CU*BASE Report Builder** and remove the account base prior to downloading the information.

Download File

After running the applicable queries, follow the steps below:

1. In CU*BASE, navigate to the File Transfer/Audit Functions (MNFILE) menu
2. Select **File Download (iSeries to PC)**
3. The following window will appear:





4. In the iSeries "System name" field type the following:
 - a. For PROD → WESCPROD.CUBASE.ORG
 - b. For Site-Four → PROD.SITE-FOUR.COM
5. In the iSeries "File name" field type QUERYXX/[your file name]
 - a. For example, "QUERYTR/MKTGCMPGN"
6. Click the properties icon → 
 - a. Check box for "Convert CCSID 65535"
 - i. Click Apply
 - ii. Click OK
7. In the PC "Output device" field under the drop down, select "File"

8. Next to PC “File Name” field click the Browse button
 - a. Save
 - i. Name File in the following format
 - ii. File name + MM/DD, for this example; MKTGCAMPGN+Date
9. Click ‘Transfer Data from iSeries’
 - a. If PROD, use your CU*BASE login credentials
 - b. If Site Four, use the XTENDMR login credentials


Converting File

Prior to uploading your file to the HTML platform you must convert the file to a .CSV file. The steps below will show you how to convert your file.

1. Open new Excel document
2. File - Open - Browse for Appropriate file with NO DESIGNATED File Type

 DA Nmbr 3.12	3/12/2014 4:02 PM	12 File	3 KB
 DA Nmbr 3	3/12/2014 4:02 PM	Adobe Acrobat Fo...	1 KB

3. File - Save As - Save Document as .CSV
 - a. Will be labeled as CSV (Comma Delimited)
 - b. Save your file with a name that is standard and includes the date the report was run, for example:
 - c. Before continuing, open your file and verify that your file only contains email addresses and NO account numbers have been downloaded.

 DA Nmbr 3-12	3/12/2014 4:18 PM	Microsoft Excel Comma Separated Values File	2 KB
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Sending From Your Preferred HTML Vendor

You will need to log into your HTML platform and upload your list of members to contact.

1. Select “List” at the top of the screen, then “New” from the dropdown.
 - a. Agree to the terms and conditions
2. Name your list and place a brief description of the target audience
3. Select “Create a new list from an external file.”
4. Click on “Choose File”
 - a. You will then need to locate and link the .CSV file you downloaded from CU*Base
5. Once your file is linked hit the “Next” button.



Xtend Member Reach
0 Available Survey Responses

Home Emails Events Surveys **Lists** Tools Account Help

Mailing Lists Opt-In Forms Segments List Fields



New List

Name your new list and decide how to add list members

1. Name It 2. Add Members 3. Results

* List Name: Refinance Now Campaign

[Help](#)

Description: Targeted member file pulled from CU*Base on 7.28.14. by E. Winninger

* Add List Members:

- ☐ Create a new list one member at a time.
- ☒ Create a new list from an external file.
- ☐ Create a new list by importing list members from your web-based email client **NEW!**

Choose File No file chosen

The file must have either comma separated values (.csv) or tab delimited values. Placing field names as column headers in your file will auto-map the fields for you on the next page.

.CSV is a standard data file format. Microsoft Excel, Outlook, FileMaker, Apple Numbers, and most other spreadsheet, list or contact management programs include the option to save or export data as a CSV file.

Instructions on creating a .CSV file:

- [Microsoft™ Excel™](#)
- [Microsoft™ Outlook™](#)
- [Microsoft™ Outlook Express™](#)

- From here you have uploaded your list, named it and it is ready to marry with your message and send to your members.
 - Tip: Be sure to verify that the # of member's and the # of email addresses uploaded are the same.

Creating & Sending Your Email

At this point you are now ready to upload your list to the HTML user platform, create your email and send it to your audience.

- Hover your mouse over "Emails".
 - Click on "New"

pp.verticalresponse.com/app/home



[Messages](#) | [Administer Accounts](#) | [Log Out](#)

Xtend Member Reach
0 Available Survey Responses

Home **Emails** Events Surveys Lists Tools Account Help

New
Drafts
Sent Emails

to customize your home page

Yc mail credits expire in 10 days. Use them and send an email today! [Buy More Credits.](#)

- From this screen you see that it is fairly strait forward. Create the:
 - 'Name'
 - 'From label'
 - 'Subject Line'
 - Name the email, be sure to use a standard name, such as "Campaign + Send Date"

- e. Subject line – chose something that will grab your readers attention

The screenshot shows the Xtend web application interface for creating a new email. At the top, there's a navigation bar with links for Messages, Administer Accounts, and Log Out. The main header includes the Xtend logo and the text 'Xtend Member Reach' with '0 Available Survey Responses'. Below this is a green navigation bar with links for Home, Emails, Events, Surveys, Lists, Tools, Account, and Help. The 'Emails' section is active, showing a progress bar with steps: 1. Set Up (selected), 2. Design, 3. Preview, 4. Recipients, and 5. Send. A 'Next »' button is at the end of the progress bar. The main content area is titled 'Email from 07/28/2014 05:23PM' and 'New Email'. It includes a 'Get Started' section with instructions to begin by typing a name. There's a text input field for 'Email Name' containing 'Email from 07/28/2014 05:23PM' and a note that this is for reference only. Below this is the 'Email Settings' section, which instructs users to type their email's 'From Label' and 'Subject Line'. The 'From Label' field contains 'Xtend Member Reach'. The 'Subject Line' field is empty, with a character count of '0 Characters' and a recommendation to keep subject lines under 40-50 characters. A note at the bottom states that emails must include an unsubscribe option and a valid postal address. The 'Unsubscribe Info' field contains a text box with the instruction: 'If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the'.

- f. Check the unsubscribe language and confirm your reply to email address.
3. Click “Next”

This screenshot shows the final settings for the email creation process. The 'From Label' is 'Xtend Member Reach'. The 'Subject Line' field is empty, with a character count of '0 Characters' and a recommendation to keep subject lines under 40-50 characters. A warning message states 'Subject cannot be blank'. A note at the bottom states that emails must include an unsubscribe option and a valid postal address. The 'Unsubscribe Info' field contains a text box with the instruction: 'If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link:'. Below this is a 'Change' link. The 'Postal Address' field contains a text box with the address: 'Xtend Member Reach, 6000 28th Street SE, Grand Rapids, Michigan 49546, US'. Below this is a 'Change' link. The 'Reply-to Email' field contains a text box with the email address: 'info@xtendcu.com'. A note at the bottom states 'All replies will be sent to this email address.' At the bottom of the form, there are 'Cancel' and 'Next »' buttons.

4. Choose your email template by clicking on “Select Template”. There should be several themes and templates pre-populated for you to choose from and modify. You can also write the HTML code write in your HTML platform.
5. Be sure to include links in your email to inspire action in your members. You want to drive the member to a page that allows them to interact with you. For instance, if you are trying to get them to apply for a loan, you should link them to the page on your web site that allows them to apply for a loan online.

The screenshot shows the Xtend Member Reach web application. The top navigation bar includes Home, Emails, Events, Surveys, Lists, Tools, Account, and Help. The 'Emails' menu is open, showing options like New, Drafts, and Sent Emails. The main content area is titled 'Security Template 2' and shows a progress bar with steps: 1. Design, 2. Preview, 3. Recipients, 4. Send. A red circle highlights the 'Select Template' dropdown menu. Another red circle highlights the 'Link' button in the toolbar. A third red circle highlights the 'Link' button in the toolbar. A yellow sticky note with a red pushpin is placed over the bottom right of the email preview area.

Click here to select from already formatted template options

Click here to insert links into your HTML email

Reminder:

6. Once you have your email created, including your credit union logo, verbiage and links, hit “Next”.
7. You must now test the HTML email.
 - a. Preview the email in HTML
 - b. Preview the email in Text

[Messages](#) | [Administer Accounts](#) | [Log Out](#)

Xtend Member Reach
0 Available Survey Responses

[Home](#) | [Emails](#) | [Events](#) | [Surveys](#) | [Lists](#) | [Tools](#) | [Account](#) | [Help](#)

CD Reaching Maturity Template 2
Canvas Email

1. Set Up | 2. Design | **3. Preview** | 4. Recipients | 5. Send | [« Back](#) | [Next »](#)

Preview and Test
Before sending your email, look it over and send yourself a test.

Email Testing Tips
Create a seed list to send a test email to yourself or associates. [\[+\]](#)

* Preview Email: Preview both versions of your email before sending. Click **Preview Text** to see your text version.

1.	Preview HTML	Done
2.	Preview Text	Not Done

From: Xtend Member Reach
Subject: Your Membership Matters!

[Download PDF](#) | [Open in New Window](#)

123 Main ST
Anytown, USA 11111
[Hours & Locations](#)

- c. Then, send yourself a test copy of the email.
 - i. Enter your email address
 - ii. Hit “Save” right below the email address
 - iii. Hit “Send Test Email”

If you no longer wish to receive these emails, please reply to this message with “Unsubscribe” in the subject line or simply click on the following link: [Unsubscribe](#)

Xtend Member Reach
6000 28th Street SE
Grand Rapids, Michigan 49546
US

* Send a Test: Send a pre-launch test email to yourself or a coworker using one of the list options below.

Which type of list would you like to use?

☒ Simple Lists [↔](#) Send to a list of just email addresses (no merge fields).
☐ Mailing Lists [↔](#) Send to an existing mailing list. Test with standard and custom merge fields.

Default List ▼

[+ Add List](#) [- Delete List](#) [✎ Rename List](#)

liz.winninger@xtendcu.com

[+ Add More](#) [Save](#) [Cancel](#)

3. **Send Test Email** Done

[Cancel](#) [« Back](#) [Next »](#)

8. Preview your test email and review to be sure:

- a. Your links all work
 - b. You text is free of errors
 - c. The look is what you want
 - d. If you need to fix the email click the “Back” button, make the revisions and repeat the steps above again.
9. Your email is ready to roll! Click the “Next” button.
10. Select the mailing list you created for this marketing email and hit next.

Xtend 1,025 Available Survey Responses 2,849,366 Email Credits | [Buy Now](#)

Home Partners **Emails** Events Surveys Lists Tools Account Help

E-Statement Template
Canvas Email

1. Set Up 2. Design 3. Preview **4. Recipients** 5. Send [« Back](#) [Next »](#)

Select Recipients
Choose one or more mailing lists to receive your email.

Audience Selection Tips
Easily upload your mailing lists. [[+](#)] [Previous Tip](#) [Next Tip](#)

Name	Size	Date Created	Last Mailed
<input checked="" type="checkbox"/> Master List (all contacts)	3,581	Nov 01, 2012 4:22PM	Nov 01, 2012 6:10PM

11. From this screen you will want to:
- a. Select the date and time you would like the email to send
 - b. If you would like to link the email to your social media feeds, check the boxes for the social media you would like to post the information to
 - c. If you would like to track the email using your Google Analytics, check the option next to the Google Analytics box
 - d. Ready? Hit “Send Email”!

E-Statement Template
Canvas Email

1. Set Up 2. Design 3. Preview 4. Recipients **5. Send** [« Back](#) [Save](#) [Send Email](#)

Ready, Set, Send
After you've completed the steps, schedule your email. Then click **Send Email**.

Tips for Launching Emails
Want to track your email recipients' actions at your website? [[+](#)] [Previous Tip](#) [Next Tip](#)

Send Date: **As Soon as Possible** [Change](#)

Social Sharing: ☐ Xtendcu [Help](#)
☐ Facebook Profile & Pages — [Link Account](#)

Google Analytics: ☐ Yes, I want to track this email with Google Analytics.
 For more information about tracking your email with Google Analytics, [click here](#).

Recipient Summary: Your original list had **3,581** list members. [View Lists](#)
 We removed **18** list members that have unsubscribed.
 We removed **206** list members that have bounced back (invalid addresses).
This email will be sent to 3,357 list members.

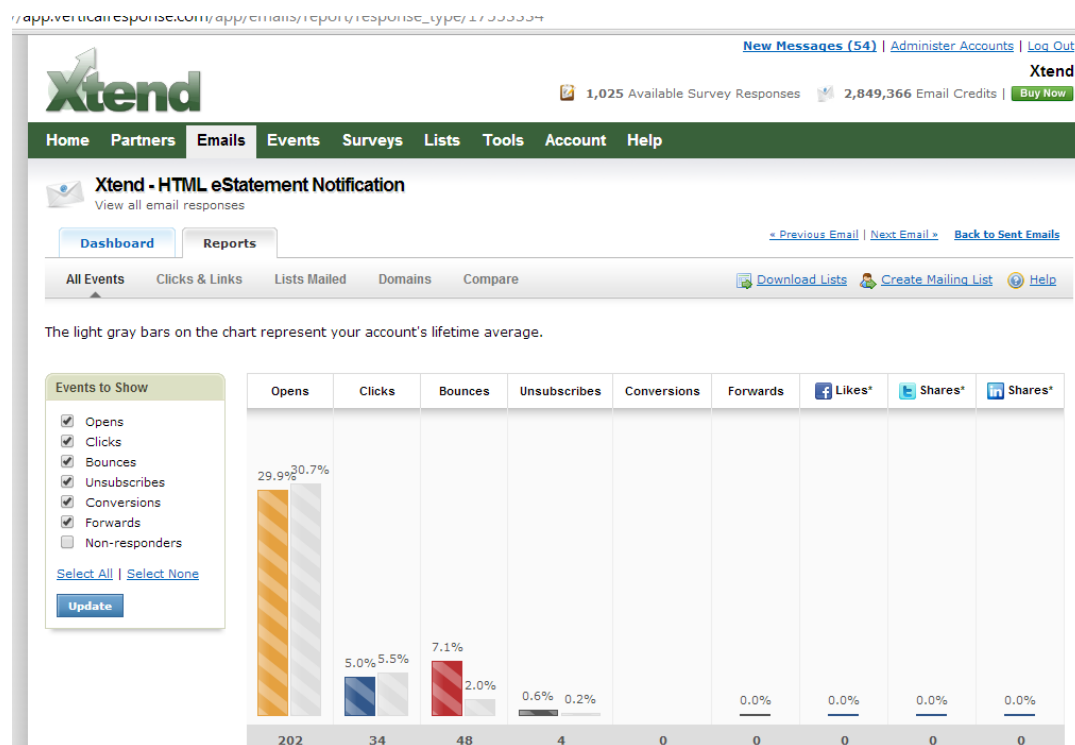
Payment Summary: You have **2,849,366** email credits to use.
 After sending this email, you will have **2,846,009** email credits left.

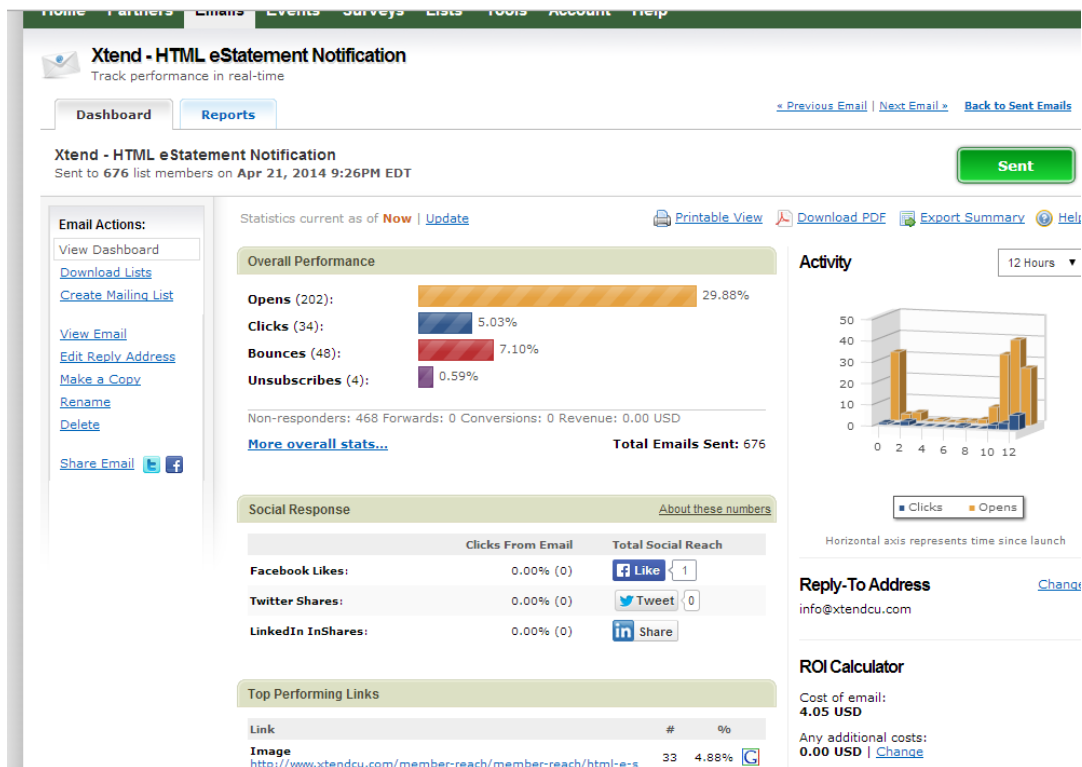
[Cancel](#) [« Back](#) [Save](#) [Send Email](#)

What happens next?
 Our support staff review all emails to ensure compliance with anti-spam laws.
 Once approved, your email will be sent as soon as possible, usually within two hours.
 If you want to schedule your email to send at a later time, change the **Send Date**.

Reporting

The great thing about HTML platforms is the reporting features. When a member receives the email and clicks to open the email, it is tracked in our reports. The same is true if the member clicks on a link within the email. The “click through” rate is documented. We can map the member’s patterns and interests by using the reports. There is even an ROI calculator within the platform. Even more exciting is that you know **who** clicked on the link or opened the email. The reports provide you with the email address of the members who clicked to receive more information, such as a member who clicked to view more information regarding a car loan rate, or members who wanted to read more about a broker program. You can even track members who share the message on social networking sites. Entire campaigns can be generated around these reports. Below are examples of reports. All reports can be exported to excel or pdf.





Processing Unsubscribe Requests

You are not quite done yet. You will receive unsubscribe requests from your members from this point forward. Expect approximately 7% of your entire membership to opt out of member marketing. Below is the process you will follow and must continue to monitor in order to stay compliance. This process is our unsubscribe process, it is to unsubscribe all members who choose to opt out or unsubscribe from these messages. This process is exactly the same when using an HTML platform, you just collect the member opt out list from your available reports in the HTML platform.

NOTE: Some messages will never be opted out of. For instance, e-Statement notifications will always be delivered to a member, whether they opt out or not.

1. Open CU*BASE
2. Navigate to **Update Email Addresses** on the Update Functions 1 (MNUPDT) menu

5. A screen containing the member email address will appear. Select *Name/Address* (F14)
6. Select MISC tab at the bottom left on the screen
7. Select “CU Contact opt out” box and ENTER twice.

You have now unsubscribed or opted out the member, however you are not done. CU*Base will always keep your member in the opt out group of members, unless that member ask to be opted back into marketing. However, CU*Base does not store a permanent log of the above process for longer than 3 months. Therefore you must place a tracker on the members account so you have a permanent audit trail on the account. This is extremely important for auditing purposes. It is also valuable for credit unions that choose to call the members who have opted out of marketing information to confirm that this was, in fact, the member’s intention. Continue on.....

8. Go back to the main menu screen.
9. Select Phone Operator (F2).
10. Enter the account number of the member who just opted out.
 - a. If there was more than one name that was associated with the email address you can repeat steps 9 – 11 and select 3rd party opt out box. No further tracking for 3rd party opt-out.
 - b. If there are more than one email addresses per credit union back up to Email Address Reverse Lookup screen and just copy and paste the next address and repeat.
11. Highlight the Select Primary Savings Account/Share Savings (000), then select “Inquiry” at the bottom of the screen.
12. Select “Tracker Review” (on left hand side of menu).
13. If there is an existent Sales Tracker (ST) highlight it and hit the “update” option.
14. If no sales tracker, Tracker Entry on left hand side of menu
15. Key word/phrase: Sales Tracker
16. Tracker Type: (CU Specific)
17. Enter
18. Memo Type: (CU Specific)
19. Enter: Member requests to unsubscribe from email contact. Please verify their request.
20. Hit *Save/Continue* (F5)
21. Follow-up date: Current date
22. Need Group: (CU Specific)
23. Task # (CU Specific)
24. Person to call back: Unsubscribe Tracker Employee ID

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.

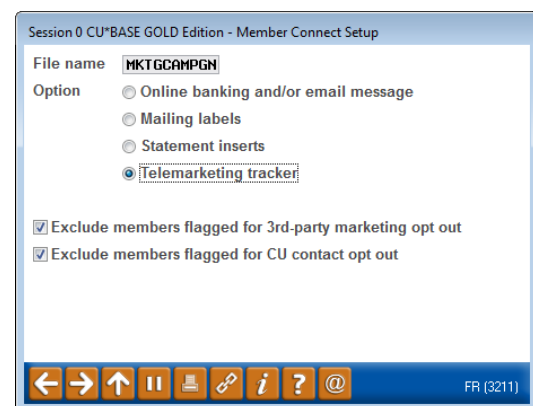
Create as tracker type: ST – Sales Tracker

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: Member has home loan at another financial institution. Talk with this member about refinancing today!

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	<input type="text" value="ROBERT"/>			
Credit score	617			
Filter by need group	<input type="checkbox"/>	Filter by task	<input type="checkbox"/>	
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.

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.

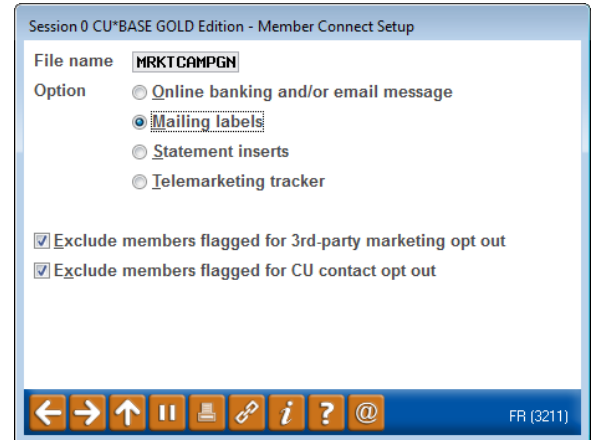
Creating Mailing Labels

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.

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?

The easiest way to track the success of this effort is to create a benchmark of loans before the campaign is run. Indicate the number of loans and the total dollar amount on the books now. After the campaign efforts are complete, measure again and look for increases. If you are not seeing increase, perhaps it time to explore a different method of getting the word out to your members.

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. You can choose to sort by Ending Point Employee to provide your team with an analysis of who closed the most deals.

CU*BASE provides a report 24 hours after the Member Reach message has been sent, as well as an end of month report. These reports can be used at board meetings. Follow these steps to access your report in CU*Spy:

- 1) Login to CU*BASE
- 2) Access the Timeout window by hitting Esc on your keyboard or by selecting the Timeout button on the screen 
- 3) Select Option 4 "CU*Spy Daily Reports"
- 4) Enter the report name: Daily Report: PCMMMSG Monthly Report: PMBRSUM
- 5) Select a date range: For example: 03/03/2014 - 03/24/2014
 - a. Monthly reports are typically available between the 1st through the 4th of the month
- 6) Hit the Search Button Select the Report Scroll to the bottom of the report

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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