

Building the Factory

I WANT MEMBERS TO SPEND/MANAGE THE RETURN OF YOUR LOAN PORTFOLIO

Find out how to
**ENTICE MEMBERS
TO USE THEIR
AVAILABLE
CREDIT!**

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

Xtend can do it
for you!

*Simple DIY
Instructions
Inside!*

Building the Factory

Vol. 3: Increase Line of Credit Limits

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?

You already have an existing credit card or open end loan with the member but have rarely, if ever, evaluated if the credit line should be increased. To maximize the investment in the soft pulls you perform on members, this campaign will focus you on a population of members whose credit scores are improving to the point they qualify for higher lines of credit. This campaign primarily benefits credit unions that regularly pull credit scores on members, and thus that have the most robust credit score history.

When reviewing your latest soft pull scores what should you do if you see a member credit score increase from 680 to 725 and you have only given that member a \$1,000 VISA limit based upon the 680 score? Their credit is improving, they are using the card, and their expectation is that you should increase their lines as all other card companies in their wallet have done.

The following process is designed to present your credit union with opportunities to not only increase loan volume but also show your member that you are paying attention and rewarding them with additional credit. Let's get started.

How Do I Find the Target Group?

1. In CU*BASE, navigate to the **Management Processing /Active Beta (MNMGMT)** menu
2. Select the **Credit Score History Dshbrd** menu option

Entering the Selection Criteria

This menu option allows you to select a period of time during which credit reports were pulled. Based on the resulting list of individuals, CU*BASE will show which of those individuals have had their scores improve, decline, or stay the same.

Session 1 CU*BASE GOLD - WESTERN DISTRICTS CREDIT UNION

File Edit Tools Help

Credit Score History Analysis Converted

Date range: From To (MMDDYYYY)

Credit score: From To Change of +/- %

Pull method Grade/level Bureau

SSN/TIN	Name	Requested	Loan Date	# Rpts	Score	% Change	# Mths	Level	Method	Bureau
		Jun 05, 2013	Jun 18, 2013	6	665	7	10	X	FULL PULL	Trans Union
		Jun 03, 2014	Jun 04, 2014	2	674	8	41	X	FULL PULL	Trans Union
		Jun 04, 2013	Jun 07, 2013	2	817	8	56	X	FULL PULL	Trans Union
		Jul 25, 2014	Jul 25, 2014	6	696	6	11	5	FULL PULL	Trans Union
		Sep 13, 2012	Sep 17, 2012	6	642	8	5	X	FULL PULL	Trans Union
		Aug 05, 2013	Aug 06, 2013	6	650	8	6	X	FULL PULL	Trans Union
		Jul 25, 2012	Jul 30, 2012	4	669	12	20	X	FULL PULL	Trans Union
		May 27, 2014	Jun 02, 2014	3	677	7	66	X	FULL PULL	Trans Union
		Dec 02, 2013	Dec 05, 2013	7	658	18	11	X	FULL PULL	Trans Union
		Dec 16, 2013	Dec 17, 2013	5	668	5	2	X	FULL PULL	Trans Union
		Jun 24, 2014	Jun 26, 2014	4	767	6	16	2	FULL PULL	Trans Union
		Nov 13, 2013	Nov 15, 2013	3	676	9	26	4	FULL PULL	Trans Union
		Oct 16, 2013	Oct 23, 2013	2	754	16	39	3	FULL PULL	Trans Union
		Apr 14, 2014	Apr 16, 2014	5	623	9	13	X	FULL PULL	Trans Union
		Jul 23, 2014	Jul 25, 2014	6	676	13	10	X	FULL PULL	Trans Union
		Jun 11, 2012	Jun 15, 2012	3	658	10	25	X	FULL PULL	Trans Union
		Nov 30, 2012	Nov 30, 2012	6	667	5	10	X	FULL PULL	Trans Union
		May 12, 2014	Jun 03, 2014	4	634	15	32	X	FULL PULL	Trans Union
		Apr 24, 2014	Apr 28, 2014	3	648	19	8	X	FULL PULL	Trans Union

■ Inquiry ■ Outstanding Loan Recap ■ Credit History ■ Graph

i Non-members are marked with an asterisk (*). Highlighted rows show credit scores that were converted to loans.

Show % Chg Or # Chg Show Cnvt/Non-Cnvt/All Include Zero Scores Export Member Connect Analysis

WN (5222) 7/30/14

Date range from/to: Open lines of credit are commonly evaluated on a 2 year basis, but in this case this does not play a role in your selections. The number of times you pull a credit score now becomes the most important criterion. Most credit unions have gone to at least an annual update of credit scores so the first time you run this campaign it is recommended you go back at least a two year period of time. The subsequent campaigns should then follow the frequency on which you pull scores.

Include credit scores from/to: This is dependent upon your risk based pricing model and the percent change. The choice of 620 to 999 was chosen in unison with a 5% point increase in scores. 5% in this case represents where a hypothetical paper grade would tip the member from a C or B paper to an A paper grade. In this case if the member had a 620 at the time of origination the new score would be 680 or better. Do not get bogged down in the minutia of how to create your population and make it as easy as possible by simply following existing pricing models in the credit union.

Change of: See the comment on credit score ranges above. The percentage chosen should be one where an underwriter would feel comfortable in increasing the member's line of credit. Generally it would be tied to the credit union's risk based pricing model.

Pull Method: Use "all" as that will incorporate loans which had a full credit pull (generally at the time of underwriting) and then compare that to the latest soft pull.

Grade Level: Leave blank as this is generally used for the rating of commercial loans.

Bureau: All

Bottom Navigation: Select *Show Cnvt/Non-Cnvt/All* (F6) to display only records that were converted to loans. The records should now be completely yellow.

Other Considerations

At this point the population of members will include all loans the credit union has placed on the books. Because of that fact the population will need to be evaluated by one of your lending staff. Since each member will need to be evaluated individually, there will be no automated communications used in this campaign outside of generating a contact list for the loan officer or member service staff to work.

Generating the List for Member Connect

Once you've narrowed down your list of records to only those you want to research, 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 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* “**Credit Limit Increased!**” 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:



Back to school or holiday shopping have you strapped for cash? _____ Credit Union is here to help. To show our appreciation for your loyalty we have automatically increased your line of credit limit! If we can assist with any other needs, 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 \(or SL Message\)](#).
 - **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

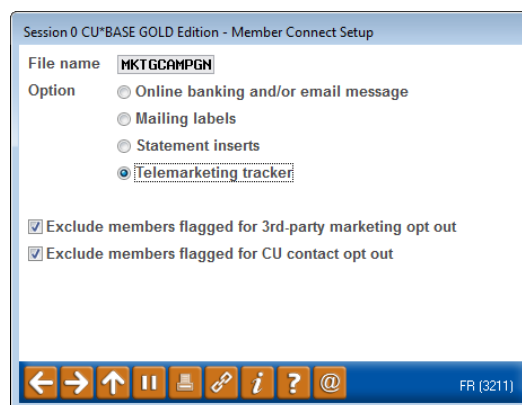
These can be configured in **Configure Cross Selling Tools** on the Member Tracker Tools (MNTRAK) menu. Check out the [Cross-Selling Credit Union Services & Next Suggested Product](#) booklet for more information.

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: Member’s existing line of credit has been increased. Make sure they know!

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, evaluations of credit and subsequent calls or letters indicating an increase in credit 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

Good afternoon! I'm calling from your Credit Union, _____ Credit Union and we wanted to thank you for your business and loyalty. As a way to show our appreciation we wanted to let you know that we have increased the limit on your (Visa, MasterCard, LOC, etc.) to _____ dollars. Those funds are available for use at this time for your convenience. Again, thank you for your membership.

How Do I Follow Up and See My Results?

To determine the success of the campaign it is encouraged that you run a tracker report from the Member Tracker Tools (MNTRAK) menu and select **Cross Sales Analysis**. Select both the tracker and memo type configured in the prior section and use the Ending Point (approved, closed, etc). See screen below.

Cross Sales Analysis Report

Report Options	Response
Starting point (initiate, referral, contacted, etc.)	
Memo type (blank for all conversations prior to ending point)	<input type="checkbox"/>  Optional
Exclude conversations more than	30 days prior to ending point Optional
Employee ID (blank for all)	Select Optional
Ending Point (approved, processed, closed, etc.)	
Memo type	AP 
Contact dates from	Sep 01, 2014 [MMDDYYYY]
to	Sep 30, 2014 [MMDDYYYY]
Employee ID (blank for all)	Select Optional
Sort/count by	<input type="radio"/> Need group/task # <input type="radio"/> Starting point employee <input checked="" type="radio"/> Ending point employee
Need group (blank for all)	40  Optional
Task # (blank for all)	Select Optional
Member account (blank for all)	<input type="text"/> Optional
<input type="checkbox"/> Export report to file	

Under the sort criteria click on Ending point employee, the corresponding need group you configured, and leave the remaining selections blank. This report will show all positive contacts the sales team generated from the campaign.

Another method to determine how many additional dollars were added to the line of credits would be to use the **Loan/Share Trial Balance Review** option from the Management Analysis Dashboard (MNMGMMD) menu. Put the date you started the campaign and the date it ended and look to the G/L by product. The change in dollar amounts will display on the left hand side of the screen as displayed below.

Session 1 CU*BASE GOLD Edition - WESTERN DISTRICTS CREDIT UNION

File Edit Tools Help

Loan/Share Trial Balance Review

General Ledger by Product

Corp ID WESTERN DISTRICTS CREDIT UNION

Date range: From to

Loan balances to include ☒ All ☐ CU owned portion of all loans ☐ Investor owned portion of all loans

Loan to Share Ratio	
Based on loan balances	44.03 %
Based on # of accounts	24.99 %

Application	9/06/2014	10/06/2014	Difference
LOANS	13,388,361.72	13,491,043.53	102,681.81
AUTO/REC VEHICLE 701.01	5,229,681.77	5,405,219.58	175,537.81
CHRISTMAS LOANS 701.03	8,421.38	3,485.26	4,936.12-
MISCELLANEOUS CLOS 701.04	1,250,926.38	1,255,144.07	4,217.69
OVERDRAFT PROTECTI 701.08	455,587.38	453,398.13	2,189.25-
HOME EQUITY CLOSED 701.11	1,009,192.45	1,034,410.98	25,218.53
HELOC 701.15	357,617.07	352,095.23	4,722.64-
FANNIE MAE LOANS N 701.16	620,520.94	618,428.07	2,092.87-
MORTGAGE LOANS 701.17	4,007,538.39	3,920,285.32	87,253.07-
INHOUSE VISA LOANS 701.21	3,029.03	3,029.03	
OAK HELOC 701.52	43,881.20	42,885.93	995.27-
WRITE OFF LOANS 719.00	401,964.93	401,861.93	103.00-

■ Select

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G/L by Branch	Summary	Export	Audit	Show Exclusions

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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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