# RESPONDING TO AN INTERNET RETAILING PERSPECTIVE

## AT THE CEO STRATEGIC DEVELOPERS BOOT CAMP, WE'LL DISCUSS A SEISMIC SHIFT

**CU*Answers Operations Timezone Clock**

| Eastern | Central | Mountain |
|---|---|---|
| Tuesday, June 19, 2018 | Tuesday, June 19, 2018 | Tuesday, June 19, 2018 |
| 10:35:17 AM EDT | 9:35:17 AM CDT | 8:35:17 AM MDT |
| In Production | In Production | In Production |

| Pacific | Alaska | Hawaii |
|---|---|---|
| Tuesday, June 19, 2018 | Tuesday, June 19, 2018 | Tuesday, June 19, 2018 |
| 7:35:17 AM PDT | 6:35:17 AM AKDT | 4:35:17 AM HST |
| In Production | In Production | In Production |

OPEN 24/7

St. Croix
US Virgin Islands

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WE'VE BEEN WORKING ON THIS FOR A YEAR – IT WILL ROLL OUT IN 2019

- By the time we get to the November CEO event, we'll be ready to discuss the rollout plan

- By January 2019 you will need to declare your CU's intention
  - Default to 7-day/week processing, or opt out to a "banker's week"

- By no later than March 2019 we will all be living with a new awareness about how our network interacts **locally**, no matter where the member is or what day of the week it is



Tactic #1:
## Create the 24x7 member experience
24 HOURS A DAY, 365 DAYS A YEAR, AND A DATA FOOTPRINT THAT PROVES IT TO YOUR MEMBERS

- Flipping the script: CU*Answers will now default to 7-day/week processing, and CUs will have to opt out
- Eradicating the idea of stand-in processing by individualizing the process in a condo stack
- Time zone processing – looking local no matter where your host computer resides
- In the past, lobby hours defined your service...now it is a patchwork of services that defines your daily hours
- Adding time to our ops cycle, and adding new data transfer cycles around the clock
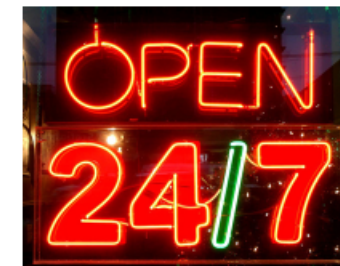
It was a great year for our OpsEngine Production Center development, and in 2018, you'll get to know why

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