What should be on a CEO's radar for 2022?



2021 NATIONAL CEO STRATEGIES WEBINAR NOVEMBER 9, 2021



CU'ANSWERS Staffing Notification



Geoff Johnson

CEO



Randy Karnes

Special Projects Coordinator

Randy's Dozen

Tools You Should Be Using Now



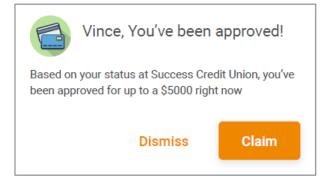


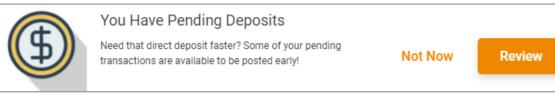
Tools for Internet Retailers

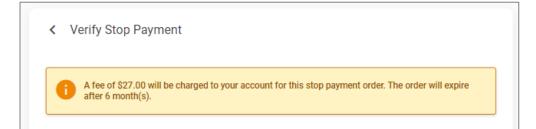
DRIVING FOR ONLINE AND MOBILE CHANNELS TO BE MORE THAN INFORMATIONAL















WHAT'S THE CEO STRATEGY?

In this economy, the trick to generating revenue is creating more opportunities to collect service income, priced below the level of consumer resistance

Sell *everything* you do for members, over and over again - truly go 24x7

store.cuanswers.com



Using What You Know

CLR Path Decision Advisor

Lender*VP

A NON-CREDIT REPORT APPROACH TO MAKING LENDING DECISIONS (AND MORE!)

- → CLR Path uses the data about your members in CU*BASE (FREE data you already own)
- Get advice on lending decisions, opening new accounts, offering services...you name it
- → Coming in 2022: Access to decision advice via Phone Op & Teller screens

WHAT'S THE CEO STRATEGY?

What you know about your members is the difference from all those who share data from the same 3rd-party sources

What will you do with it?



Using What You Know

FUEL Decision Model

Lender*VP

CUSTOMIZED DECISION MODEL USING CREDIT BUREAU DATA

- → 3 templates: Direct, Indirect, Unsecured
- → 20+ static attributes you can customize
 - → Credit score, # of open trades, DTI, LTV, etc.
- → Use FICO or VantageScore data

WHAT'S THE CEO STRATEGY?

Today's version of the holy grail: automated underwriting to speed lending decisions through a matrix of the CU's design

Improve your confidence in automated decisions with this new approach





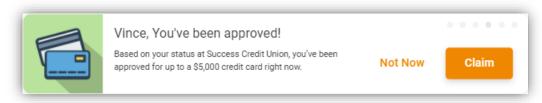
1Click Offers

The Introduction of Database Lending

Lender*VP

BUILD A MACHINE TO PUSH OFFERS TO YOUR MEMBERS, DAY IN AND DAY OUT

→ 1Click Credit Card Offers (available now)



- → 1Click Signature Loans (coming in 21.12)
 - → Get more small (and not-so-small) signature loans into your portfolio
 - No employee needed
 - → Add a custom form for e-sign



WHAT'S THE CEO STRATEGY?

It's called 1Click to catch your attention, but it really should be labeled the launch point for a transformation in how CUs fund their futures...while doing the same for members

Database lending is a skill no one should underestimate



Share-secured Loan Offers

CD-secured Loan Offers

Database Lending for Secured Loans

Lender*VP

SURPRISE YOUR MEMBER WITH A NEW SOURCE OF LIQUIDITY...THEIR OWN MONEY!

Pre-Approved Lending Workflow



WHAT'S THE CEO STRATEGY?

The next step towards automating your entire set of loan offers to work seamlessly with 100%-automated member fulfillment

Creating opportunity instead of waiting for members to ask

store.cuanswers.com/store/lendervp

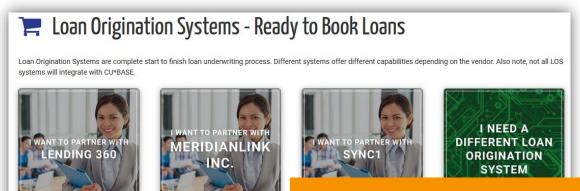


Loan Origination Integrations

Lender*VP

CU*BASE SUPPORTS A DOZEN LOAN ORIGINATION INTEGRATIONS

- → 153 CUs (roughly half of all CU*BASE clients) are working with these CU*Answers solutions
 - → Coming with 21.10: Open Lending
 - → Coming in 2022: Automate loan distributions from a 3rd-party LOS



WHAT'S THE CEO STRATEGY?

External loan applications, 3rd parties to complement your lending

New distribution workflow for staff sets stage for new types of ready-to-service integrations

store.cuanswers.com/store/lendervp

Abnormal Activity Monitoring

A SECOND CONFIGURABLE DASHBOARD, INTRODUCED IN THE 21.05 RELEASE

Detect potential fraud by watching member transactions

Session 0 CU*BASE GOLD - Configure Abnormal Activity Monitoring Settings

Configure

- Member Groups (compare members to norms for the group)
- Transaction Patterns (compare members to norms for that member)
- → 30 patterns pre-configured by the fraud experts at AuditLink
 - → COMING SOON: New AuditLink services for configuration and daily monitoring

WHAT'S THE CEO STRATEGY?

It's not magic...today you can learn as your members act

Reward members whose activities reward the credit union, and head off members whose intent might not be so genuine





Fraud Protections for EFT

AVAILABLE WITH THE 21.10 RELEASE

- → Make it harder for someone to guess the next card number you will assign
- Randomize a portion of the card number
 - → Or randomize the increment for assigning the next card #
- Randomize the card expiration month

WHAT'S THE CEO STRATEGY?

Reduce brute-force BIN attacks and mitigate card fraud

This was a 2021 stop-thetrains project...contact SettleMINT to learn why



ITM Integrations

PROGRESS WITH THESE VENDORS HAS BEEN SLOW BUT WE CONTINUE TO PUSH FORWARD

- → ITM integration update
 - → Hyosung (in beta now!)
 - **→** NCR
 - **→** Diebold
 - **⇒** Glory



→ Looking for interested players to join our new ITM Collaborators focus group!

WHAT'S THE CEO STRATEGY?

On the way to every member carrying a branch in their pocket, some people will still need solutions, other than phones, to replace yesterday's teller interactions

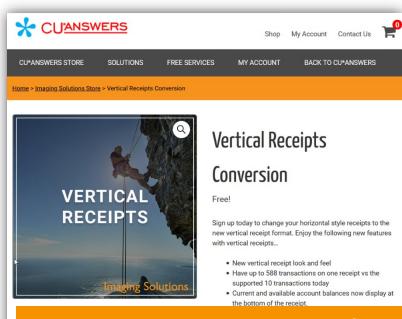
It's getting easier...what's your path forward?



Vertical Receipts

75 CREDIT UNIONS ACTIVE NOW, 24 MORE IN THE PIPELINE TO CONVERT NEXT 90-120 DAYS

- → The marketing machine will kick in again as soon as the pipeline empties out
- → When will you make your move?



WHAT'S THE CEO STRATEGY?

A significant baby step on the way to no receipts at all

A required step to engage ITMs still kicking out receipts

Much ado about nothing to members who continue to deny needing receipts

store.cuanswers.com/product/vertical-receipts/



"Mobile First" Online Banking Solutions

3 PRODUCTS WILL BE LIVE BY THE FIRST SIX MONTHS OF 2022



The new mobile first design launches another decade of evolution



Online banking services designed for business teams



Beta starts Jan 2022 A new single-login option for serving your business members

WHAT'S THE CEO STRATEGY?

Decades years ago, OLB represented our hopes for a new, modern teller line replacement

Today, the internet channel represents our hopes for new branching styles, new retailing styles, and new organizations for where our members are going

Does your business plan sound like you're going there, too?

Virtual Branches that Represent Business Members

- → Today's storefront is based on a URL or a mobile app
- → If you're just getting started with your business program, you already lost the brickand-mortar fight to attract this audience
- →Get on the street: get on the 'Net



How will you hang out your shingle as a business ready to attract and maintain relationships with business members?



Data Warehousing

- → Tap into an affordable shared data warehouse space
 - → \$0 software/hardware investment
- → Data storage for decision-makers:
 - → Project files, data collected from 3rd parties, results from surveys...
 - → Long-term archives of Tracker notes, custom reports...
 - → Optics data to gain insights from non-transactional member activity





WHAT'S THE CEO STRATEGY?

There's a new scorecard for CU operators

It's based on your grasp of data and your creativity for acting on it

Don't bet your jobs on yesterday's belief that data is someone else's job





Data Warehousing Introducing AI*Engaged

A NEW COPYRIGHT COMING IN 2022

- → A new data workspace for analysis
- → For CUs with a data warehouse
- A set of premium dashboards designed just for data analysts





WHAT'S THE CEO STRATEGY?

The problem with keeping up with the Joneses is that the Joneses had a plan...do you?

Al*Engaged is a kick-starter for new skills and new ways of thinking about data for your future



Refresh

Last Used

May 13, 2021

Apr 26, 2021

Apr 30, 2021

Apr 26, 2021

Apr 30, 2021

Apr 01, 2021

Apr 26, 2021

Apr 26, 2021

Feb 22, 2021

Apr 19, 2021

Sep 10, 2021

Sep 10, 2021

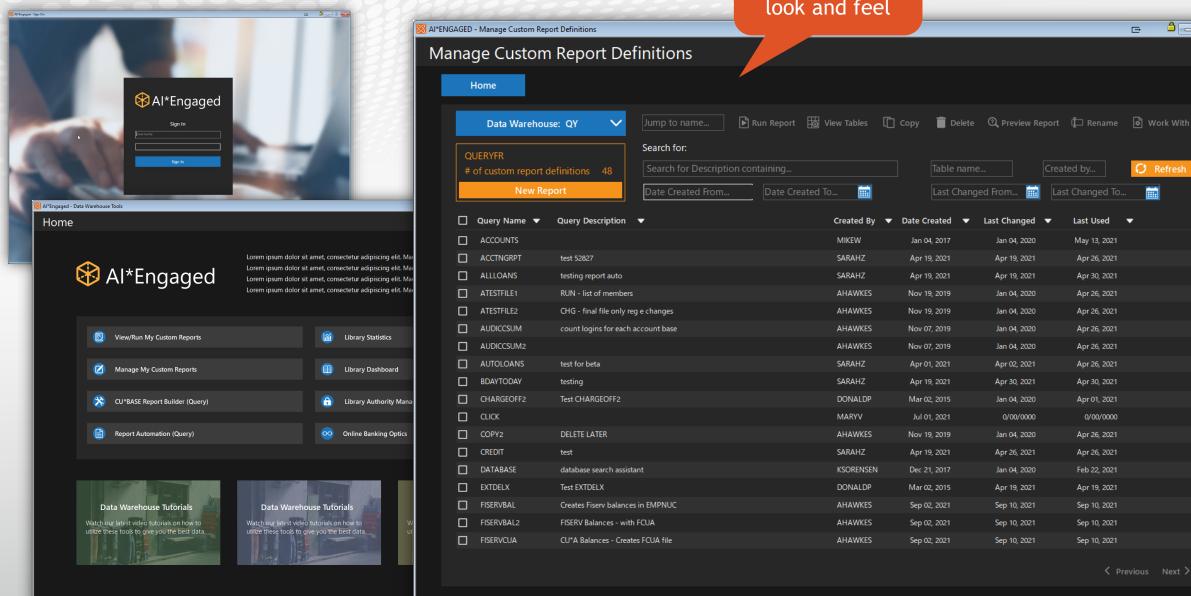
Sep 10, 2021

Previous Next >

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Introducing AI*Engaged

A completely new, web-like look and feel



Also rans...

Randy's Dozen Tools You Should Be Using Now

- "Who Earned Dividends" dashboard
- "Where Your Members eSign" dashboard
- Internet retailer pricing tools
 - → ANR fees by delivery channel
 - → Separate pricing for ACH instant deposits and stop pays via It's Me 247
- Nostradamus: A new engine for predictive retailing
- Summary statements for business credit card programs

cuanswers.com/resources/doc/release-summaries/

Geoff's Dozen

Development Projects to Watch





Online LOS Projects

Lender*VP

AN INTENSE FOCUS ON INTERNET-ENABLED, AUTHENTICATED MEMBERS

Online LOS Projects in the Works

- → New tools to manage the queue
 - → Remove incomplete apps from your loan queue...or move them to a separate marketing queue
 - "Store and return" for incomplete apps
 - → Urgency prompt
- → Improvements to the online app

WHAT'S THE CEO STRATEGY?

We'll give you tools to manage online applications differently in the future

origination and application processes. This recipe outlines a big-picture vision for the key projects we're working on.

New Tools for Managing Your Loan Queue

Our goal here is to take the trash out of the loan queue by developing smarter routing for completed versus incomplete apps, and handling "looky-loo" leads in a new way.

Urgency Prompt

To better channel loan applications that are ready for a processor to work, versus leads that require a different level of follow-up, as part of the new UX we'll be asking members to answer a question about their needs. This "urgency" prompt will provide 3 choices: urgent, soon, and just looking.

Not quite ready, but will need it soon!

Mark with "HB" UW Code

Mark with "HX" UW Code

Mark with "HX" UW Code

Not only will these choices determine where the app ends up in CU*BASE, it will also control what app screens are displayed to the member online. If a member is just shooping, rather than making them walk through the

CU*BASE Online Reque

Starting in 2021 and throughout 2022 and 2023 we will be working on several projects around our online loan

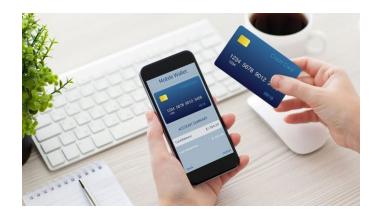
cuanswers.com/resources/kitchen/



New Foundations for Keeping Pace with the EFT Vendor Market

COMING IN 2022 & 2023

- →8-digit BIN mandate
 - → Implementing CU*BASE changes in April 2022
- → Setting the stage for **digital issuance** and **provisioning to online wallets**
 - **⇒** APBATCH4



WHAT'S THE CEO STRATEGY?

Mandates

Building a foundation for future fraud management and digital issuance tools





Card Activity Optics Projects

EARNING FROM YOUR MEMBER EFT ACTIVITY

- → Analyze where members shop, all the way down to the merchant level
 - → Configure your own Merchant Category Code (MCC) groups
- Give members a special deal based on where they shop
 - → CC promo rates by MCC group
 - → CC cash back programs by MCC group
 - → Debit card rewards by MCC group

WHAT'S THE CEO STRATEGY?

Earn on what you know about how members spend their money





MACO for MOP: Digital Identity Proofing

REPLACING PRECISE ID FOR UNDERWRITING NEW MEMBERSHIPS

→ Uses facial recognition to compare a

photo ID image to a selfie taken by the new member



- → Records the photo ID in your archive
- → Secures a 1-year MACO license for the member to use for mobile app authentication

WHAT'S THE CEO STRATEGY?

Change with the times

Relies less on the person's memory of past activity and more on today's retailing approaches



Starting the Evolution for ts/247

BEAR WITH US AS WE WORK ON MERGING MTG AND OLB DEVELOPMENT APPROACHES

- → MTG release approach:
 - → Multiple versions in the field at a time
 - → Annual schedule for new versions
 - → You choose when to release the next version of the app to members
- → OLB release approach:
 - ⇒ Single version in the field
 - → Automatic updates to via the CU*BASE release schedule and periodic updates

WHAT'S THE CEO STRATEGY?

As internet retailers, CEOs must adopt the vision for online and mobile banking being a cohesive strategy

If you embrace the channels as one, CU*Publisher will help you manage a consistent user experience

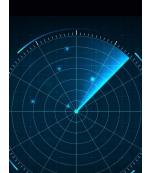




HS Projects in the Works

- → New authentication options
 - **⇒** Expanding the first-time authorization method (email or text code) for other purposes
- → Making "Mobile First" a two-way street
 - Finding ways to have a deeper and richer experience for both desktop and mobile users
- → MACO for desktop banking
 - → New authentication models that reduce the need for passwords and security questions

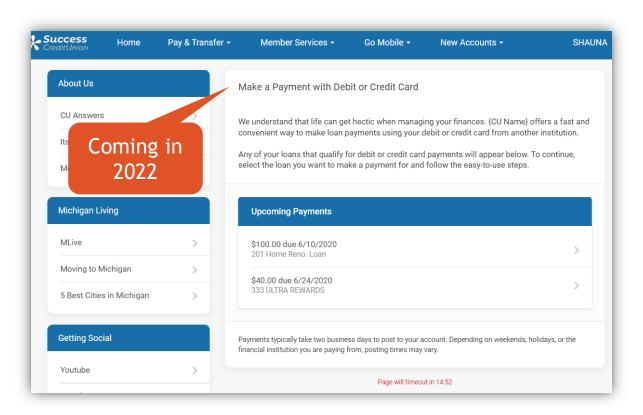
- → New tools for managing a portfolio of businesses
 - → Jump between business memberships via BIZ DINK247
- → New tools for members to manage their lives and their business
 - → Jump between and **ts** and MyBIZ Business Banking
- Other tweaks based on your early feedback
- ...and much, much more!





"Pay By Card" Module for ts/247 Online Banking

→ Integration to Magic-Wrighter's LoanPay Express from online banking and the mobile app



WHAT'S THE CEO STRATEGY?

Everyone is trying to facilitate payment processes everywhere, for everybody

So we're building payment processing into our channels as well

What's Coming for the Mobile App?

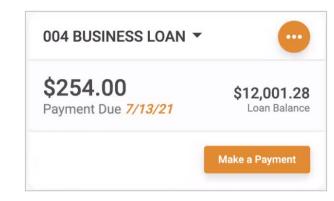
PROJECTS WE'RE WORKING ON NOW

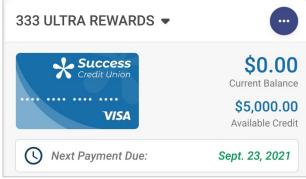


- → Auto-enrollment control... enroll and immediately make your first deposit
- → Direct CU control of daily limits
- → New enrollment analytics
- → Enhancements to the Card Controls app
 - Show transactions for a specific card only
 - → Include pending transactions in the list

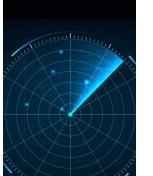


- → What do I owe?
- → Make a payment now!
- → Card widget
 - → What's my available credit?
 - → When's my next payment?







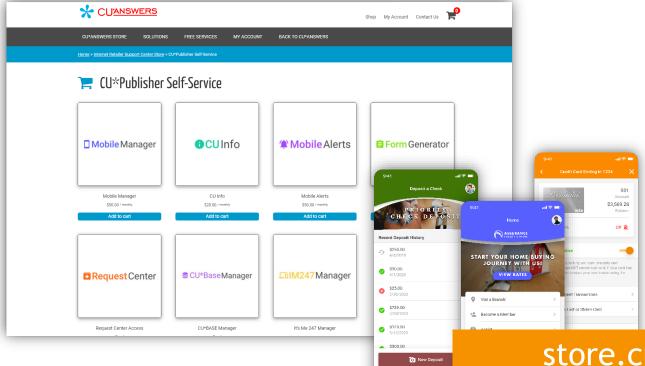




CU*Publisher

THE MOST POWERFUL CONTENT MANAGEMENT SYSTEM WE'VE EVER PRODUCED

→ Going live as a CU user tool - how will this change your world?



WHAT'S THE CEO STRATEGY?

You've always asked for the power to manage the member experience...what will you do with it, now that you have it?

Staff a team that can use it, contract with a vendor to use it, and understand how your power is growing

store.cuanswers.com/store/irsc



BizLink: Solutions for Business Members

HELPING YOU LAUNCH A BUSINESS DEPARTMENT AT YOUR CREDIT UNION

→ The BizLink Advisory Board is driving 5 tactical development projects at a time



CONTACT RIZLINK

WHAT'S THE CEO STRATEGY?

CUs with business programs — and goals to be a comprehensive CU for business members — are leading the way

Should our CUSO help CUs with the goals to have a business program, or just the tools?

Our Initiatives for 2021

The BizLink Team has worked with the our advisory board and partners to identify five initial initiatives

cuanswers.com/solutions/bizlink

Business Sweep Accounts

HELPING BUSINESS MEMBERS MAXIMIZE THEIR EARNINGS ON OPERATIONAL ACCOUNTS

- → Daily sweep from operational to investment account...just in time to accrue dividends
 - → Leave the funds there or sweep them back again, ready for the next day's business
- → Flexible monthly fees, custom for each business relationship









ACH Posting Controls for Businesses

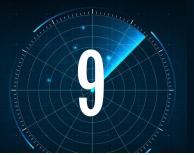
ALLOWING BUSINESS MEMBERS TO CONTROL WHAT HITS THEIR ACCOUNTS VIA ACH

- → Block all ACH debits
- → Max \$ limits
- Approved company IDs
- → Non-approved company IDs
- Flexible monthly fees, custom for each business relationship









Tracking Recoveries

ENHANCEMENTS TO CU*BASE LOAN WRITE-OFF/CHARGE-OFF TOOLS

- **→** Coming in 22.05:
 - → Calculate daily accruals on written-off loans
 - → Expand the database to allow you to find data on recoveries
- → Up next:
 - → Create a payoff calculator
 - → Collecting payments that include interest since write-off, fees, fines
 - → More behind-the-scenes automation and tracking/analysis tools

WHAT'S THE CEO STRATEGY?

Tracking the big picture related to loan servicing life cycles

Think "static pool analysis"



Native Receipts

An Imaging Solutions 2022 Development Priority

- Making room for innovation with new technologies
 - → More customizable workflow controls
 - → Marketing on receipts?
- → Foundational project for replacing ProDOC (forms)
- → Freshen up the receipts process with a new integrated approach (think photo IDs in Xpress Teller)
 - No print session
 - No ProDOC for receipts

WHAT'S THE CEO STRATEGY?

Our partnership with eDOC has given our network insights into the possible future of receipts, and how transaction data can be used

The concept of native receipt data will lead to changes in all our futures

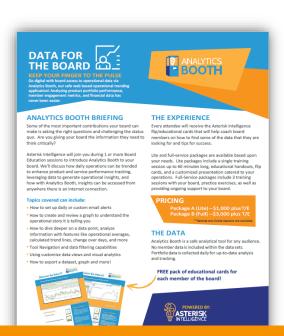




Analytics Booth

A NEW LOOK AND FEEL IN 2021, AND BIG GOALS FOR 2022

- → 2022 Goal: Teaching and consulting with credit union board members
- Are you ready to engage your board members with the power of Analytics Booth?



WHAT'S THE CEO STRATEGY?

Shorter board meetings...consent agendas...dim lights in the boardroom...more trips

Give board members a significant role, and tools that encourage them



12 Xpress Teller

WHY DO WE HAVE TWO? HOW WILL WE CONTINUE TO MAKE THEM DISTINCTLY DIFFERENT?

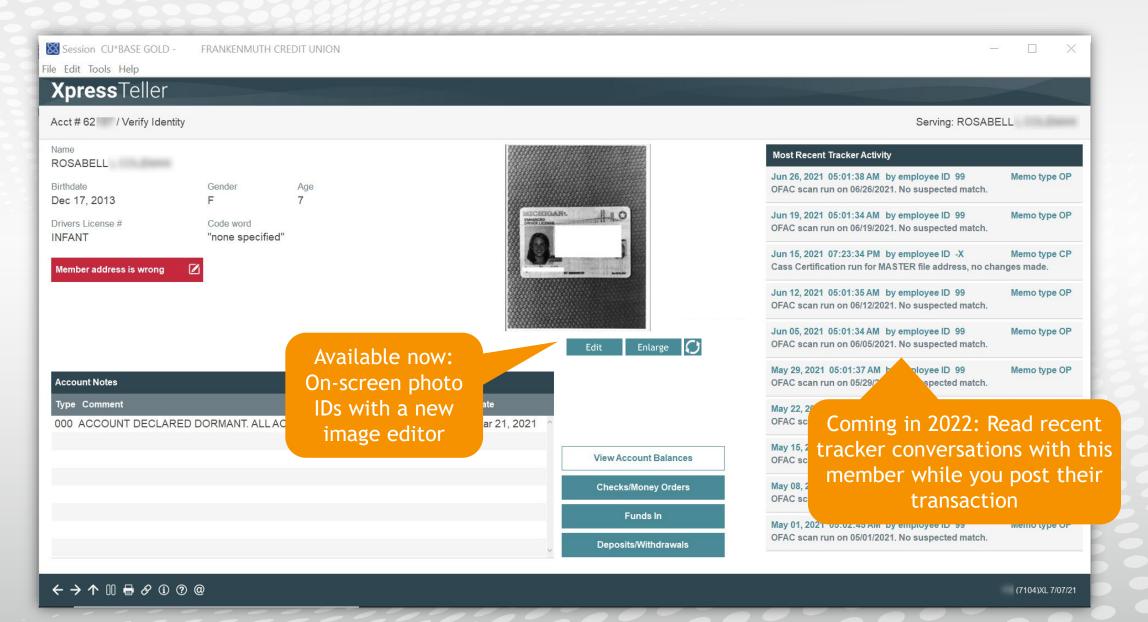
- By focusing on features that are unique to Xpress Teller
- → In development:
 - → Posting limits by teller
 - → Memo transactions for check-cashing
- → On the drawing board:
 - Printing checks/money orders to a tellerless branch
 - → Adding a 3rd instrument (for Cashier's or Treasury Checks)

WHAT'S THE CEO STRATEGY?

Designed for different environments, different front-line strategies

cuanswers.com/resources/kitchen

Xpress Teller: A Place to Try New Things



The Future of CEO Strategies Events





Staying Engaged with CEOs



March 2022

(date to be announced)



CEO Strategies Face-to-Face Event

(Visit the Innovation Center in Las Vegas, NV!)

November 2022

(dates to be announced)

Staying Engaged with Your Teams



2022 Leadership Conference, Annual Stockholders Meeting, & Golf Outing

June 14-16, 2022

At the JW Marriott in downtown Grand Rapids, MI

FOR CREDIT UNION CEOS ONLY

FOR CEOS, BOARD MEMBERS, & KEY CU LEADERS

Thank you!



