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Exploring the Release with Josh Peacock

Asterisk Intelligence Product Development Manager/Business Development



My team and I have been hard at work in each and every area of Analytics Booth for this release. We are excited to share these changes to the platform with you this November.

In the Trends area, we put a sharper focus on the information you want to see the fastest; the high-level summation of the trend graph including averages, minimums, maximums, and levels of change. Next, we have expanded the Alerts protocols to allow for more choice in how reporting is delivered across multiple branches – this means less noise and more precision in email Alert notifications.

And lastly, the Online Banking Optics Dashboard is a brand new dashboard from the Optics family that shares a piece of the non-transactional data puzzle across multiple platforms to better understand what actions members take within online banking, when they take them, and in which application. We're proud to expand the capabilities of what is possible in the Lite version on the core software, delivering information that is refreshed daily for a cutting edge review of member activity.

As always, we hope to see you in an information session so that we can share our enthusiasm and plans for our continued collaborative successes.

Training and Information Sessions

Join the Asterisk Intelligence team for a web-hosted release review

Monday, November 9 @ 3:00 – 4:00 PM ET

[Click Here to Join](#)

Wednesday, November 18 @ 3:00 – 4:00 PM ET

[Click Here to Register](#)



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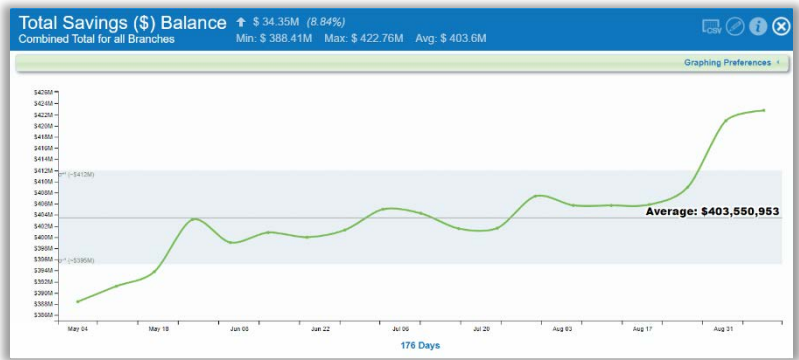
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In This Release

A Recap at a Glance with New Info Header on Trends Graphs

Trends focus on the visual aspect of our data; how the ebb and flow of tracked data points creates the upward or downward movement. While we appreciate the visual, we understand the value of a key, a frame of reference in understanding the line. In this release, we've added an informational header for each Trends graph that shows the pertinent data for the selected time frame displayed in the graph: overall change in quantity and percentage share, average, minimum, and maximum. We've also better displayed the range of days selected that comprise the graph. These changes allow you to get the vital information quickly, and focus on what you want to analyze.



Enterprise-Wide Email Alerts

This change to the Alert notifications allows you to get your alerts in one of three ways,

1. Branch Level
2. Branch Level and Combined (All Branches) Level
3. Combined (All Branches) Level

For data analysts that are looking only for specific branch information, it may be prudent to select to receive branch level alerts only. However, for leaders that may monitor several branches, and you want to track, for example, the Total Savings (\$) Balance for the credit union. If your credit union has five branches, you would get an email for each branch (if they met your alert test threshold), then

you would have to add the numbers up to get the credit union total balance. Now, you can elect to receive just one email with all five balances reflected in the Total Savings Balance! See below for an example of a combined alert email.

(Sample of an Individual Enterprise-Wide alert email)



Requested Alerts for Josh Peacock

XYZ Credit Union

The Executive Summary Data-Total Savings (\$) Balance for the Combined Totals (All Branches) has changed $-\$763,000$ (0.2%) compared to Monday, November 2.

Total Savings (\$) Balance was $\$428,512,562$ on Tuesday, November 3 for the Combined Totals (All Branches). On Monday, November 2 it was $\$429,275,562$.

You have received this email based on your Analytics Booth Alert subscriptions. An email is delivered when the Total Savings (\$) Balance value changes by \$ 1.00 compared to One day earlier

Manage your alerts at <https://dev.analyticsbooth.com/alerts>

For instructions on how to keep Analytics Booth alert emails from being delivered to your junk email folders please visit <https://dev.analyticsbooth.com/subscribe/whitelist>.

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Non-Transactional Data in the Analytics Booth Online Banking Optics Dashboard

A non-transactional event is an action that does not result in a transaction but is providing beneficial insights and data about credit union member movement and activity. A credit union member using online banking services is more than just the transaction, it is what they've viewed, what they've done, and where they are exploring that lends to those same opportunities to improve interactions.

The Asterisk Intelligence team's initiative to engage users with non-transactional data exists on the CU*BASE core as the OLB Optics dashboard, and now on Analytics Booth, using clicks to show where members are exploring in the online banking environment. While the core dashboard uses EOM data, this dashboard is refreshed daily, like all others. As a result, you're able to add great trending capabilities to your analytical arsenal.

The screenshot shows the 'Online Banking Optics' dashboard for 'Honor Credit Union'. It features a search bar and filters for 'Date' (10/26/2020), 'Application', 'Total Record', and 'Event'. A table displays the following data:

| Total Record | Name | Event Count | Member Count | Events Per Member |
|------------------------------|----------------------------------------|-------------|--------------|-------------------|
| It's Me 247 - Desktop | Transaction Details | 44952 | 11258 | 4 |
| It's Me 247 - Mobile Web | Loaded Transaction Details | 4114 | 1365 | 3 |
| It's My Biz 247 - Desktop | Send A Transfer | 3295 | 2629 | 1 |
| It's My Biz 247 - Mobile Web | Viewed Credit Card Account Information | 2159 | 1068 | 2 |
| 56 | Viewed Bill Pay | 1617 | 523 | 3 |
| 55 | Viewed Loan Account Information | 1474 | 857 | 2 |
| 58 | Viewed A Check Image | 808 | 402 | 2 |
| 60 | Jumped To An Account | 873 | 567 | 2 |
| 94 | Paid A Bill | 598 | 345 | 2 |
| 61 | Jumped Back | 378 | 260 | 1 |
| 98 | Viewed eStatements | 295 | 163 | 2 |
| 71 | Viewed Credit Score | 223 | 201 | 1 |
| 99 | Viewed The Newsletter | 174 | 114 | 2 |

END