Features and Services Upgrade

Release	Release Audience	Release Date	Publication Date
AB_23.12	All Subscribers	December 10, 2023	November 21, 2023

Exploring the Release with Josh Peacock

Asterisk Intelligence Product Development Manager/Business Development

While our exciting 2022 December release was all about Dashboards, and our release this June was centered on Trends, I'm happy to report that the star of this release is Alerts!

After our major renovations to the Dashboards and the Trends (including the much-loved charting enhancements), it made perfect sense to return to the Alerts for a facelift and an update. While the Alerts umbrella isn't as interactive and dynamic as other areas, creating your custom Alerts and reporting is an integral and valuable area of Analytics Booth, and can be the real driver of your user experience. The Alerts feature can be a great way to save on labor costs by injecting automation into your credit union. We're excited to give some love to an area that hasn't seen any substantial updates since its launch – which if you can believe, was eight years ago now!

We believe we've made some great updates in this release, including changes to the reports and alerts workflow, member management, updates to filters and preferences, and more modernization on the landing pages for all three areas. We hope to see you in a training session soon to explore more about these key enhancements and features.

Training and Information Sessions

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

Training #1 *(Pre-Release)*

Wednesday, December 6 *@ 3:00 – 4:00 PM ET*

Register Here

Training #2 *(Post-Release)*

Wednesday, December 13 *@ 3:00 – 4:00 PM ET*

Register Here

First Things First: The New Look!

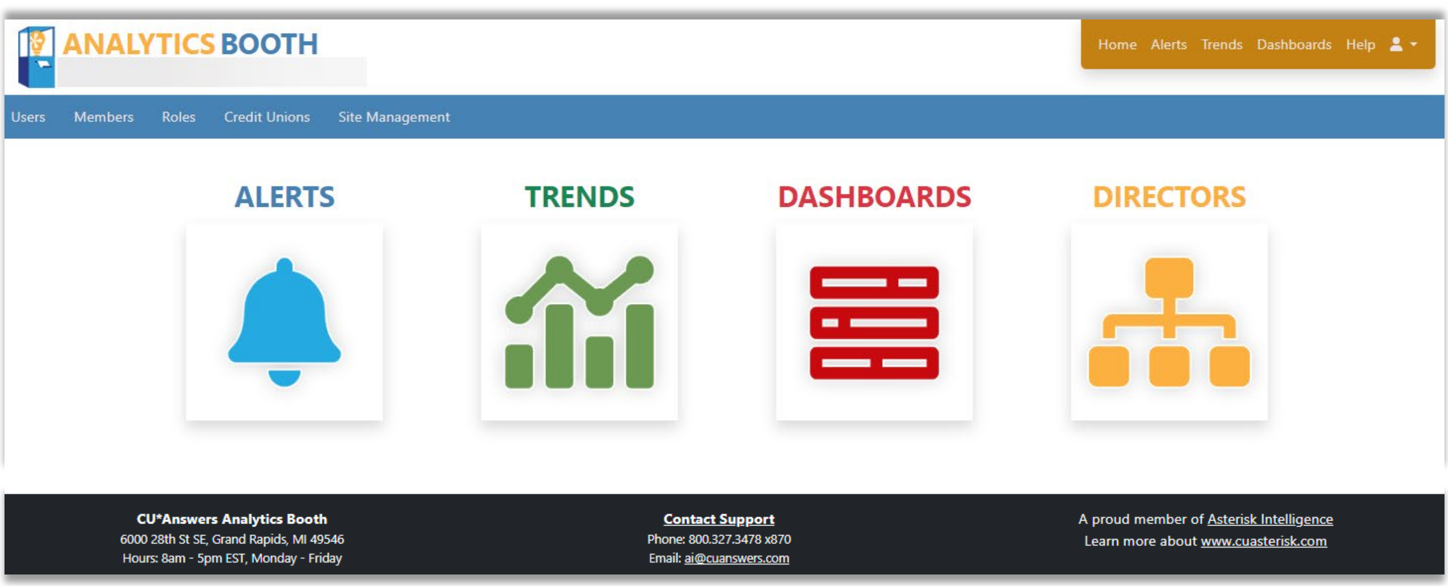
Before we dive into the functional enhancements, let's get comfortable with the new landing pages and designs.

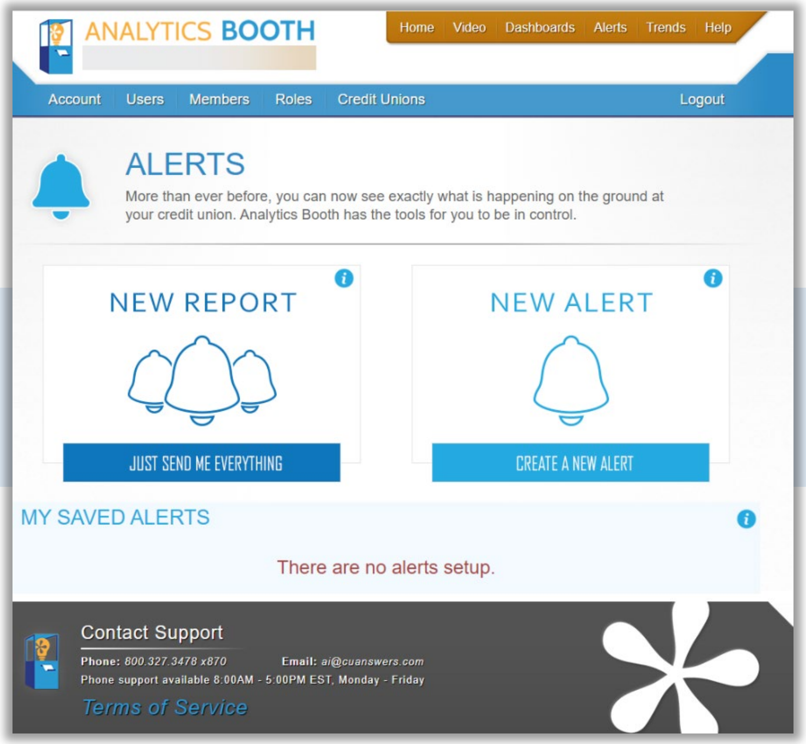
Starting at the Homepage…

We've bid farewell to our long-standing homepage in this release, opting for a cleaner and more business forward approach. Gone will be our friend at the bottom; who as a piece of oft-asked trivia is NOT a staff member in the CU*Asterisk network.

…a Fresh Design Awaits

We've tightened up the look and feel, giving you access to the features you need, without a lot of extra content to get in the way. Now have the confidence to get in, get your data, and get back to running the business.



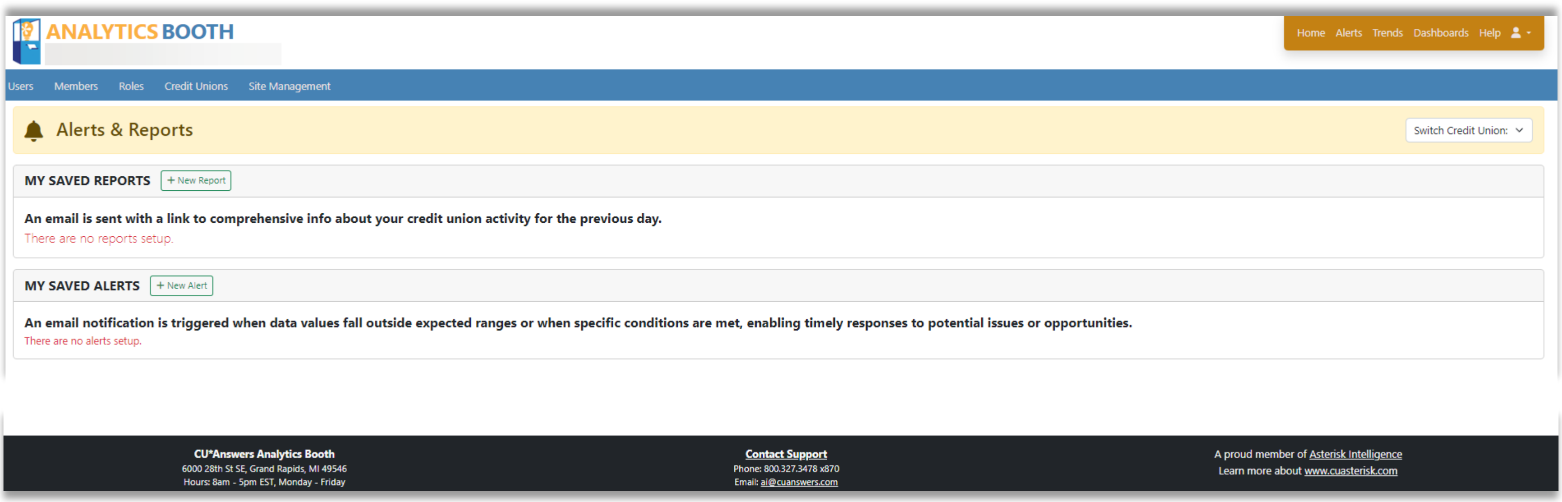


An Update to the Alerts Page…

We've expanded the sleek look of the homepage to the Alerts landing page as well, tightening up the look and functionality to make way for a new workflow (more on that below!)

…Makes Way for a New Workflow

While the updates to the workflow center around configuration and setup, we've updated the Alerts & Reports landing page to support the new style! As you'll read in the Alerts section, these workflow changes don't impact how the tests are performed, or how the alert emails are delivered.

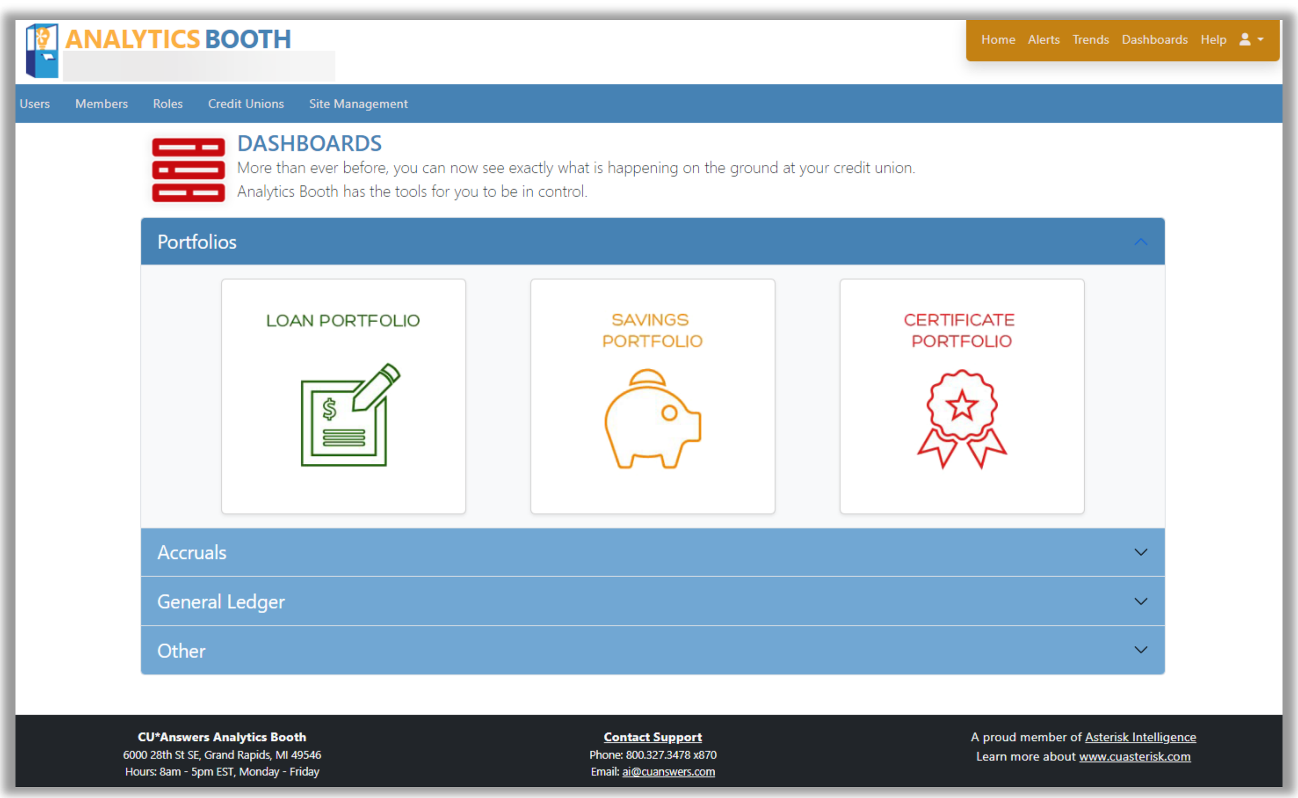


Matching Styles for Dashboards…

We've applied the same new style to the Dashboard landing page as well, to ensure homogeny across your user platform.

…Puts It All Together Now

Sleek new drop down sections and matching design are displayed in the new Dashboards landing page.

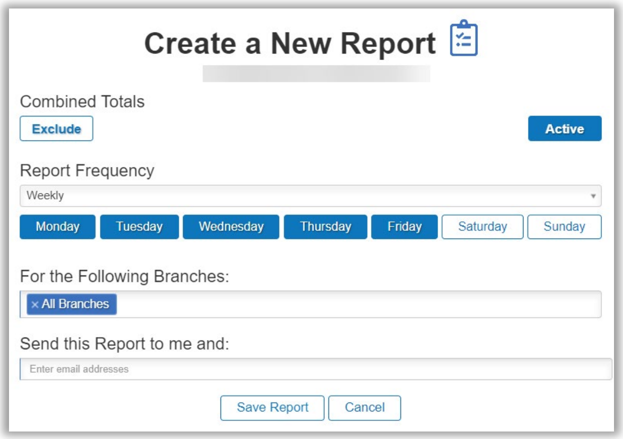


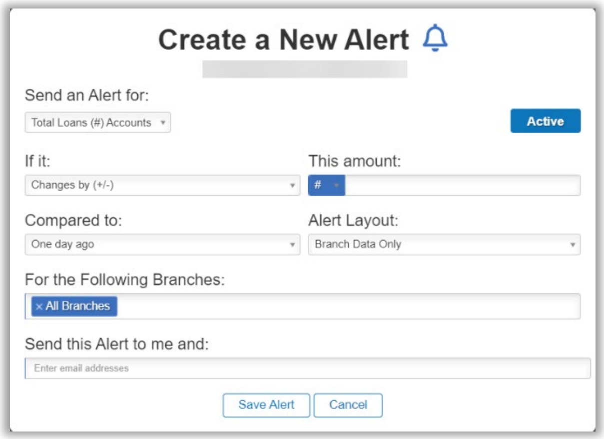
Spotlight on Reports & Alerts

A New Reports & Alerts Workflow: a Simple Step-Through Process

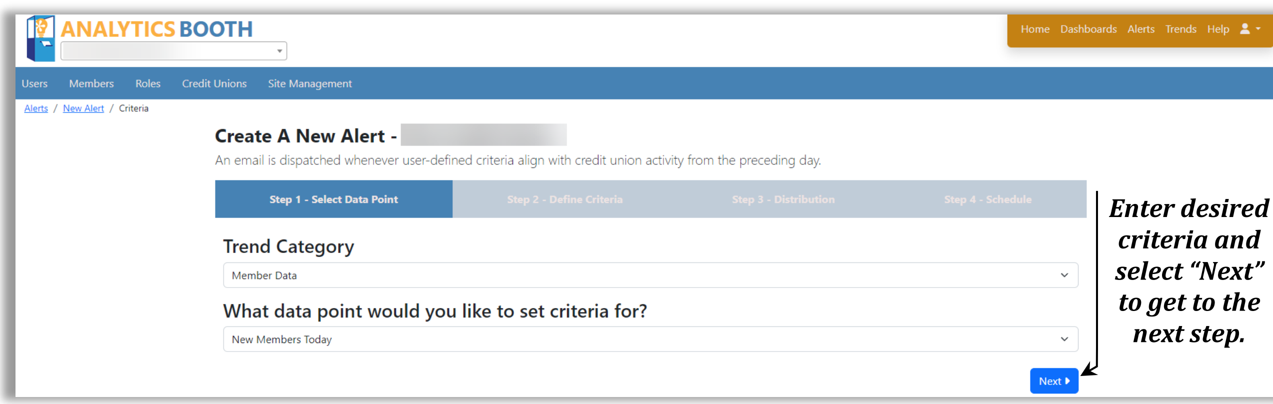
As mentioned above, we've updated the workflow to make Creating a new Report or Alert easier than ever. In this update, the setup process for both a new report or alert have been simplified into four steps that will walk you through all desired criteria, data points, and distribution.

Old Report & Alert Workflow

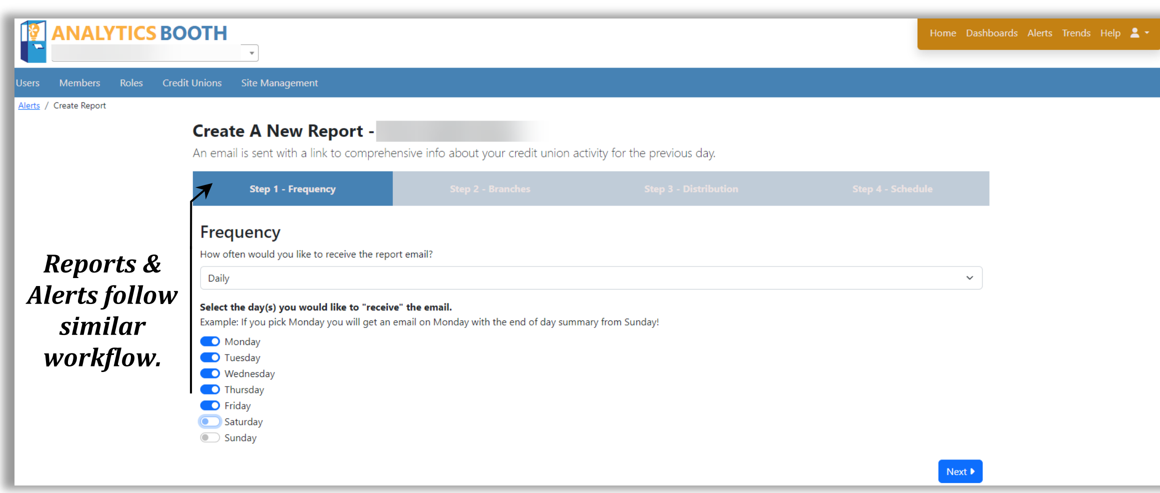




New Report & Alert Workflow

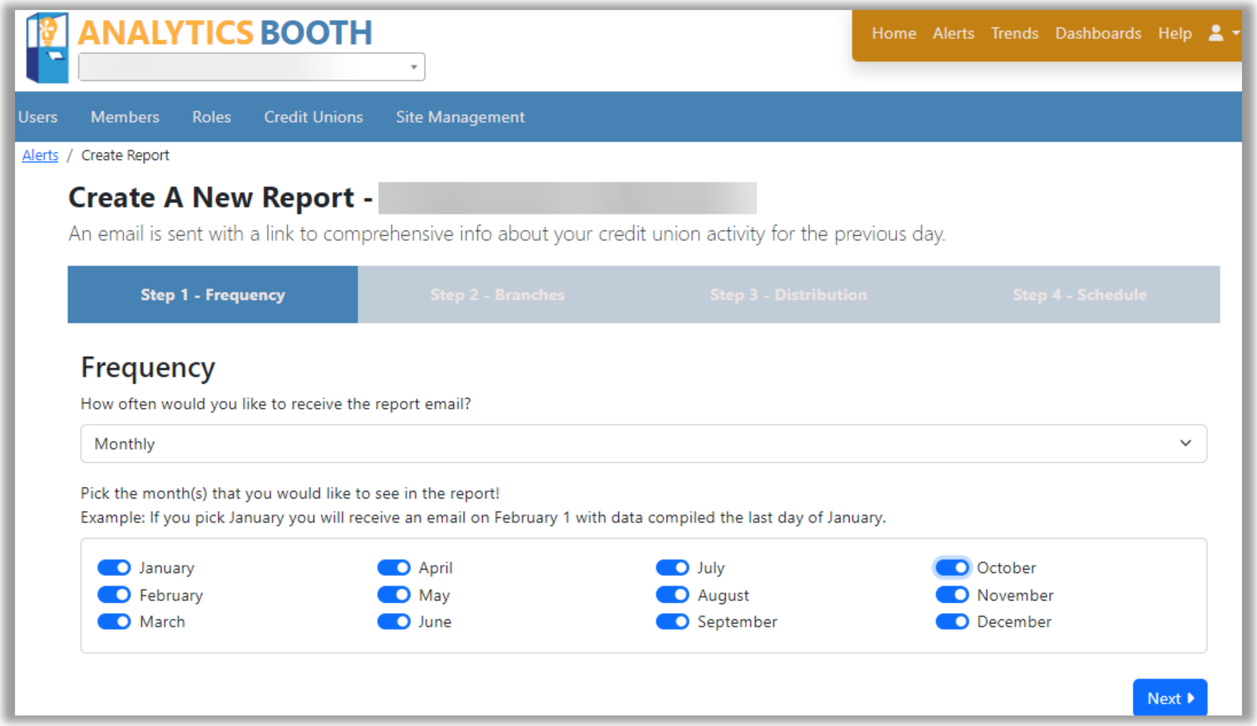


First, enter your desired criteria and select "Next" to get to the next step.

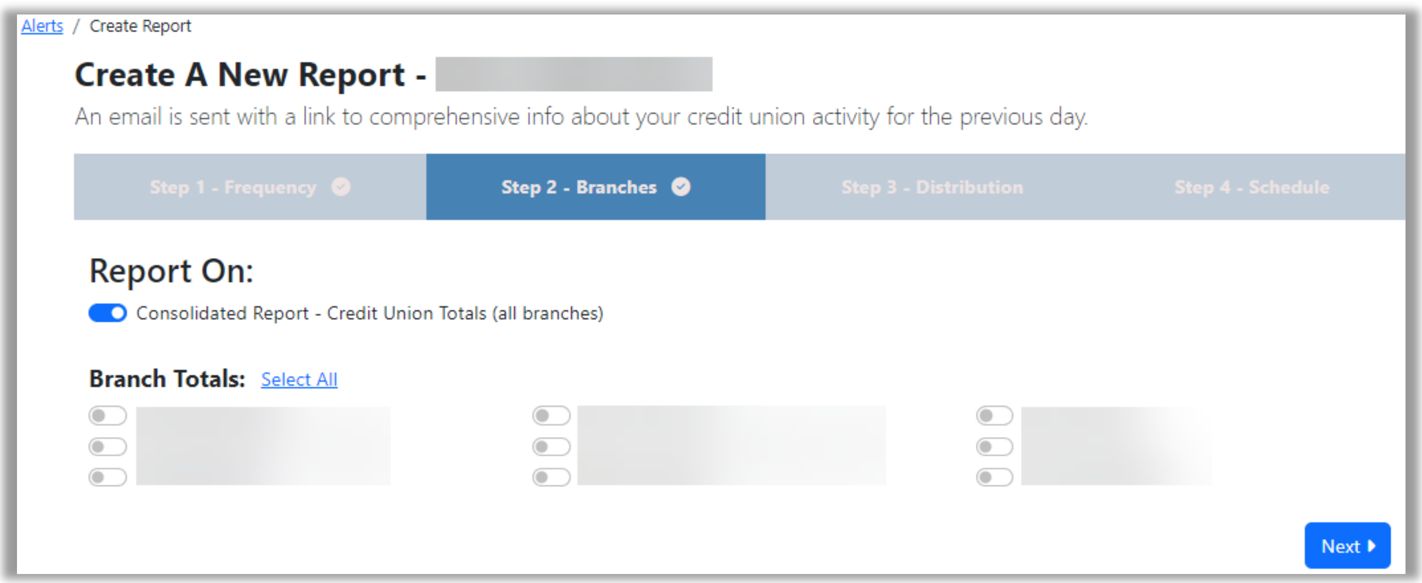


Fine Tune Your Data

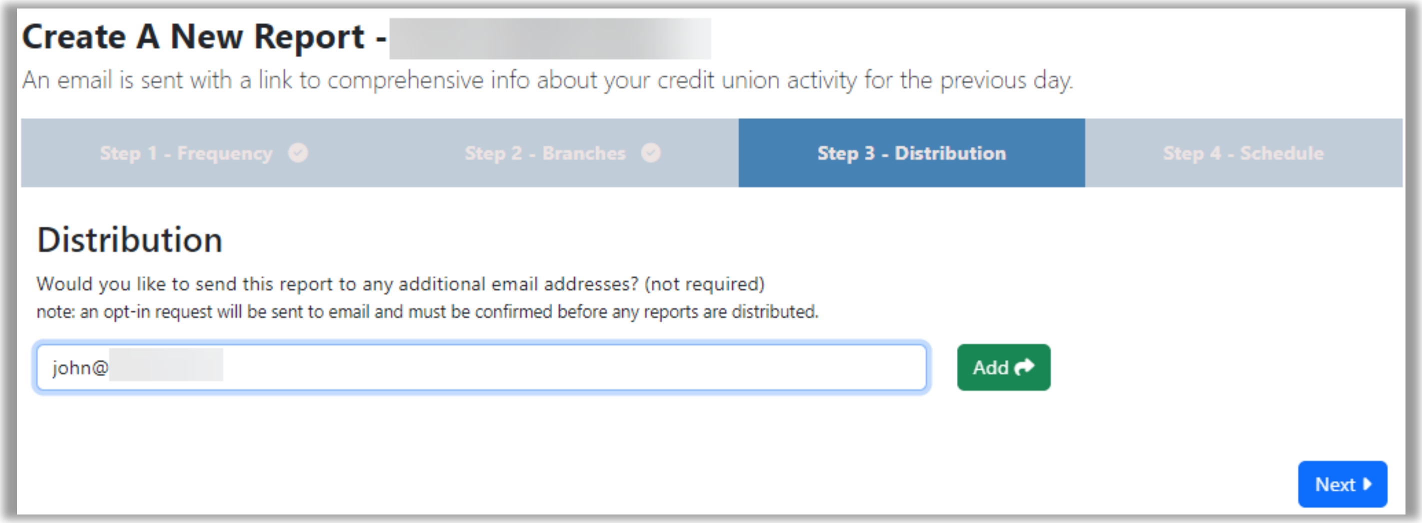
How often would you like your report? The new workflow makes setting up your reports easier than ever. Analytics Booth gives you the option for daily or monthly reports. In the example below, the user has selected all months.



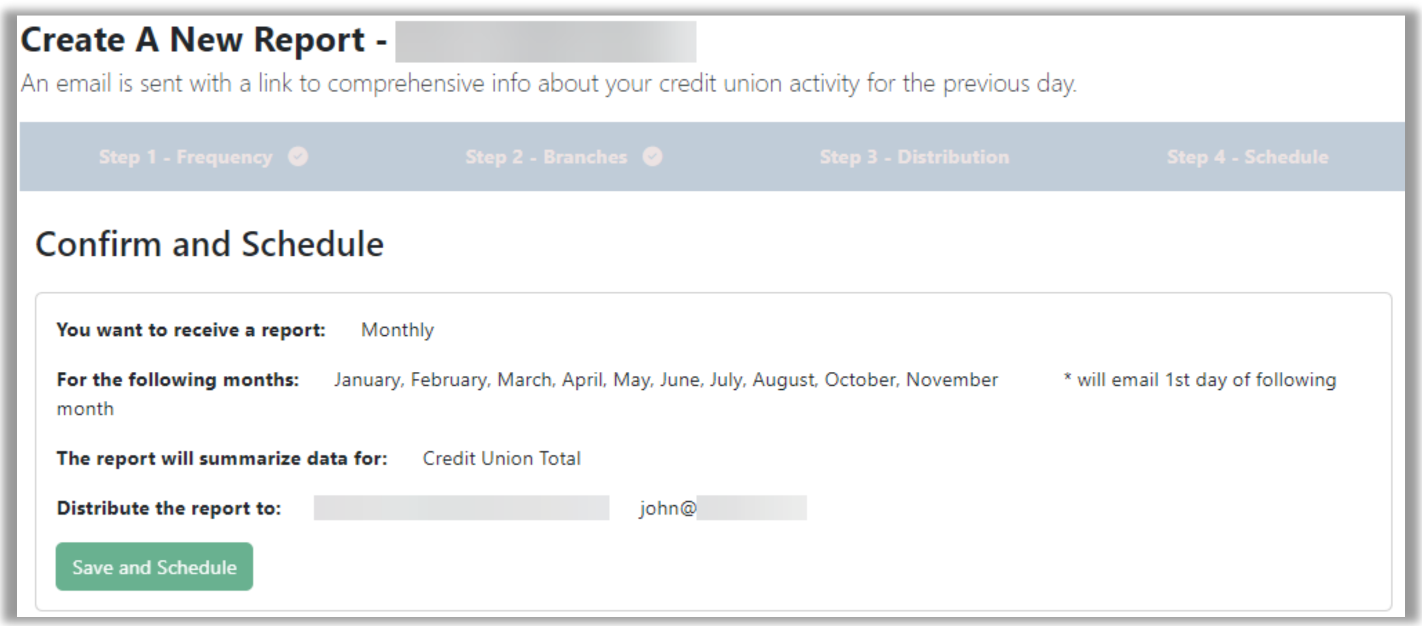
Want the data on all credit union branches? Select the "Consolidated Report" to include all branches, or fine tune your report by selecting which branches you want in the report under "Branch Totals."



Analytics Booth will automatically send the report to the user who created it, but you can add more recipients in the Distribution step. Simply type in an email address and select "Add." Add as many email addresses as you desire, then select "Next" for the final steps.

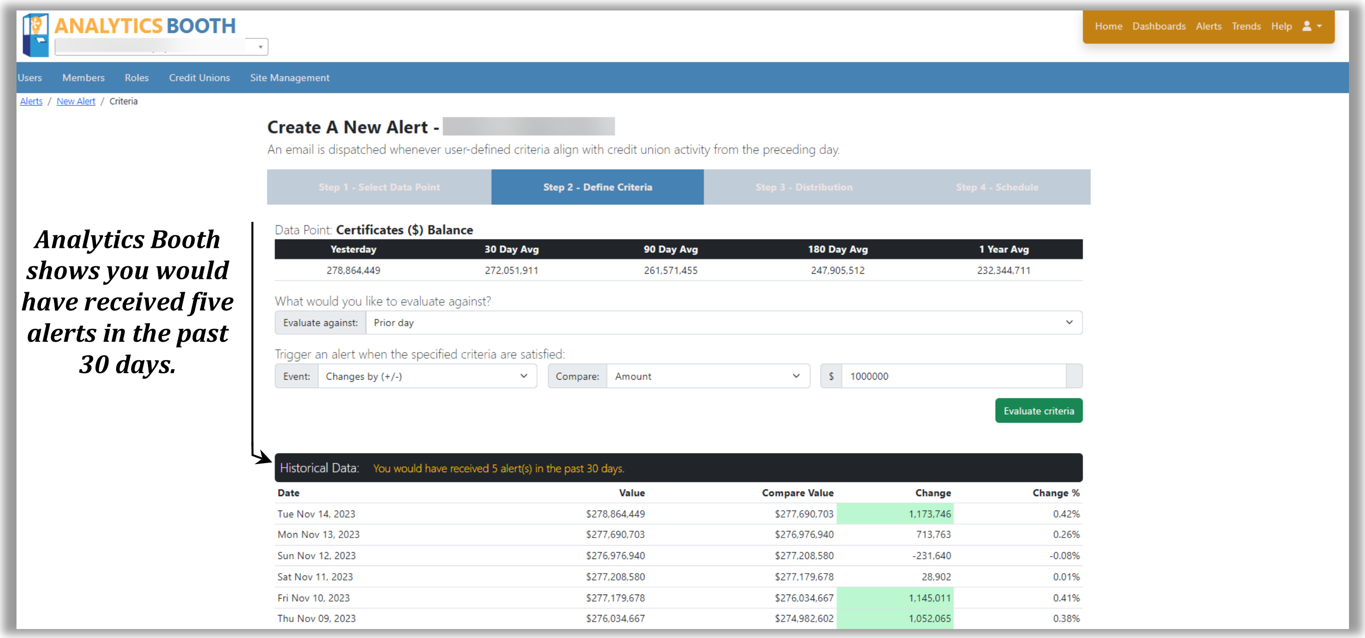


Confirming and scheduling your report is the final step. Review all criteria and put Analytics Booth to work.



Less Guessing, More Precision

The new Alert workflow is designed to make your life easier. Instead of putting in a random number and waiting to see if you start receiving alerts or not, you can simply enter a comparison amount (or percentage) and Analytics Booth will show you how many alert emails you would have received over the last 30 days. In the example below, we put the amount of $1,000,000 (omit commas in the "$" field) and hit the "Evaluate Criteria" button.



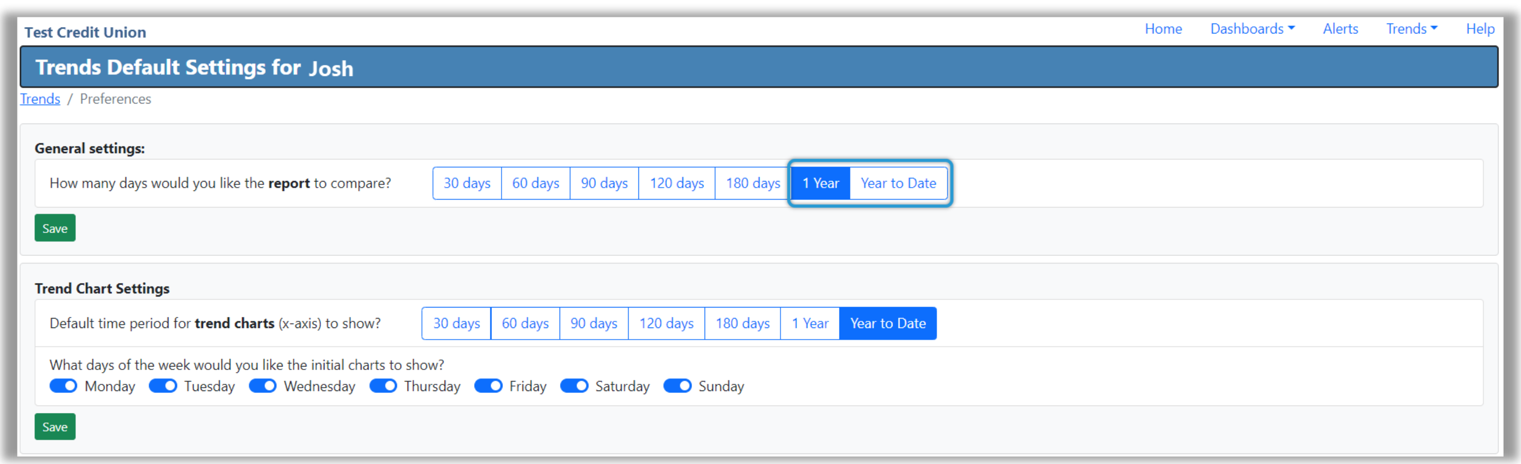
This data will help eliminate plugging in a "best guess" number only to find out that you are receiving too many or too few alerts in your inbox. This innovative process should help minimize having to come back and modify the alert configuration over and over to find the right setting. In the example above, you can see that you would have received five alerts in the past 30 days. This can be a good way to give you a sense of your alert volumes in the future.

What's New with Trends

We're excited to unveil these updates to Trends, check out more below!

New Timeframes in Preferences

Want to quickly compare your credit union's performance today to last year? You're in luck! We've added two more selectable timeframes in the Preferences area of Trends. Under the general settings for report comparison timeframes, there are now 1 Year and YTD options that weren't available previously. These new timeframes allow you to compare your data between a longer period of time. Below displays the two new timeframes which give you the opportunity to view two more historical perspectives with the click of a button:



You can now view the comparison value, percent change, and amount change for YTD and 1 Year timeframes. These new report timeframes allow you to quickly view the YTD and 1-year comparison data for any of our nearly 100 trend data points in the Trends Report.

In the Trends Report below, you can see the most recent data is now being compared to data from 1 year (365 days) ago to see the credit union's performance:

Trends Report:

Copy Excel CSV PDF — Search:

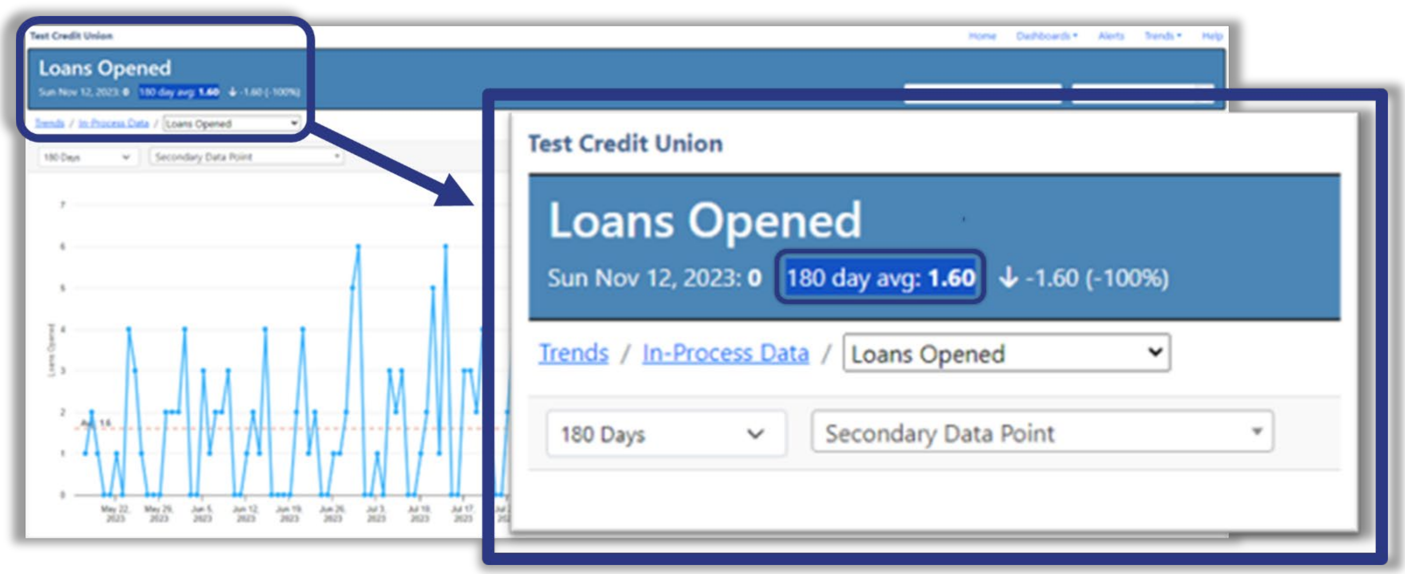
Category	Metric	Tue Nov 14, 2023	Compare	Compare Date	Comp Value	Diff	Diff %
Balance Data	Certificates (#) Accounts	6,209	365 Days Ago	Tue Nov 15, 2022	4,135	2,074 ↑	50.2%
Balance Data	Certificates Average Balance	$ 39,498	365 Days Ago	Tue Nov 15, 2022	$43,040	$-3,542 ↓	-8.2%
Balance Data	Certificates ($) Balance	$ 245,240,590	365 Days Ago	Tue Nov 15, 2022	$177,972,301	$67,268,289 ↑	37.8%

Improved Average Accuracy

Have you ever wondered what the average number of loans opened per day over a certain period is? Do you want your averages to be more accurate? If so, this exciting new update is for you.

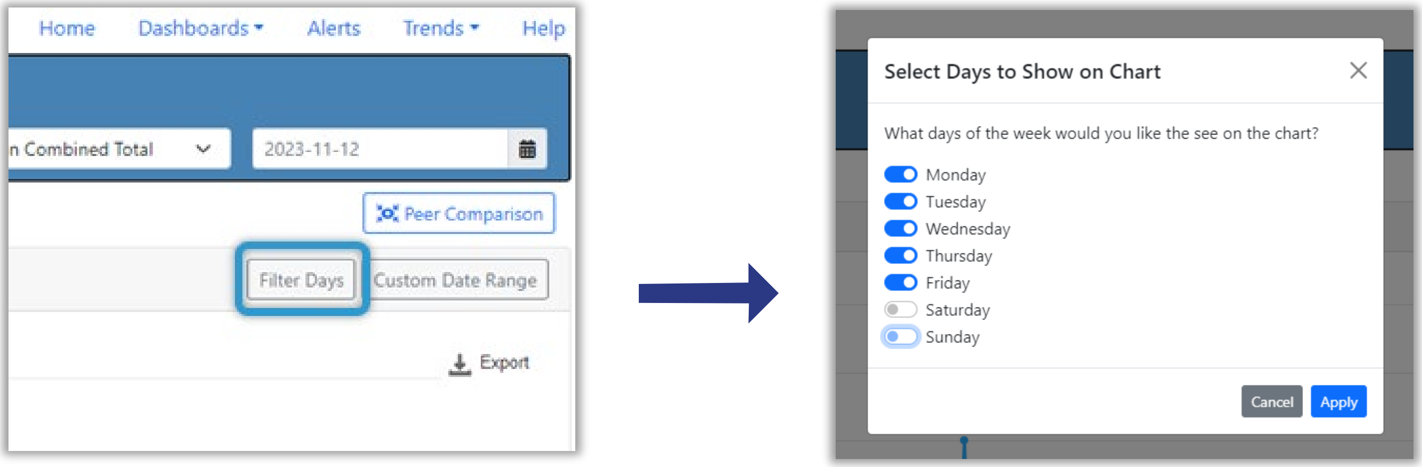
We're happy to announce the averages on your Trends charts now reflect the days of the week you filter. The Filter Days button makes it easier than ever to select the days of the week to include on your chart, and now the chart average also accurately reflects this filtered data. Want to check the average performance for a specific day of the week? Simply uncheck all days except the one you're focusing on and view the new trend chart and correlated average. With this new update, you can filter out Sundays, or weekends, and now get a more precise average reflecting only the days you selected. This update will be the most useful for generating more accurate averages on data points whose changes are dependent on your credit union being open, such as loans opened per day.

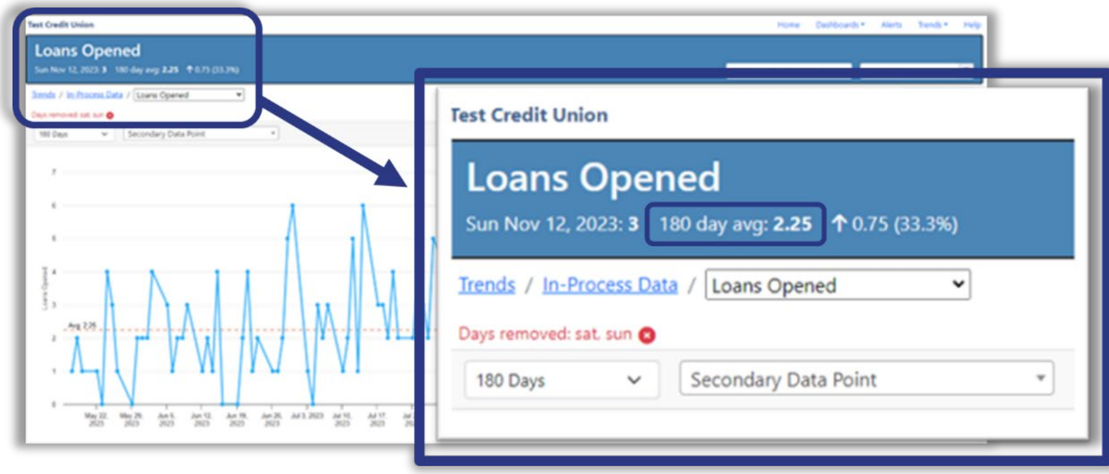
Before this release, using the Filter Days button would not change the average to reflect only the data from the days selected. Let's look closer at this new change. Below is an example of Loans Opened over a 6-month period without any days filtered:



You can see the 6-month average is 1.6 loans opened per day.

Now, let's use the filter days button to filter out the weekend:



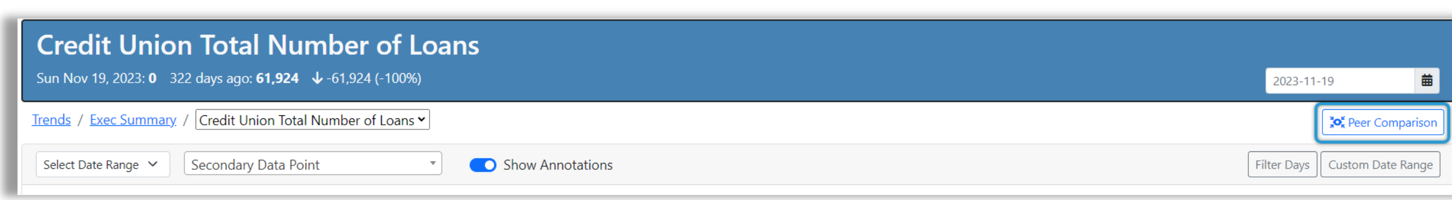


The average over this 6-month period ignores Saturdays and Sundays, giving you a better idea of your loan closure rate per day. In this case, we went from 1.6 loans opened per day when including all days of the week to 2.25 when excluding weekends. This increase of 0.65 doesn't seem like much on the surface; however, it represents a 40% increase compared to what you may have otherwise seen and reported previously.

Filtering out non-business days, like Sunday and in some cases Saturday, will now give you more accurate averages than before for certain data points. Keep in mind, you may not want to drop weekends from all the data points you're tracking. For example, it won't make as much sense to filter days for certificate balances as it does with new members per day or loans opened per day.

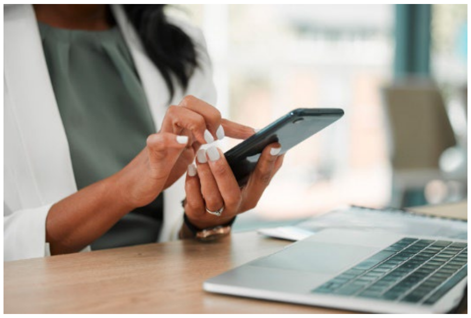
Peer Cleanup

There were some minor changes made to the peer analysis area of Trends. You can now do peer comparison on executive summary data points. These changes will be covered in more detail in the release training sessions.



Additional Features and Updates

Features in the Palm of your Hand

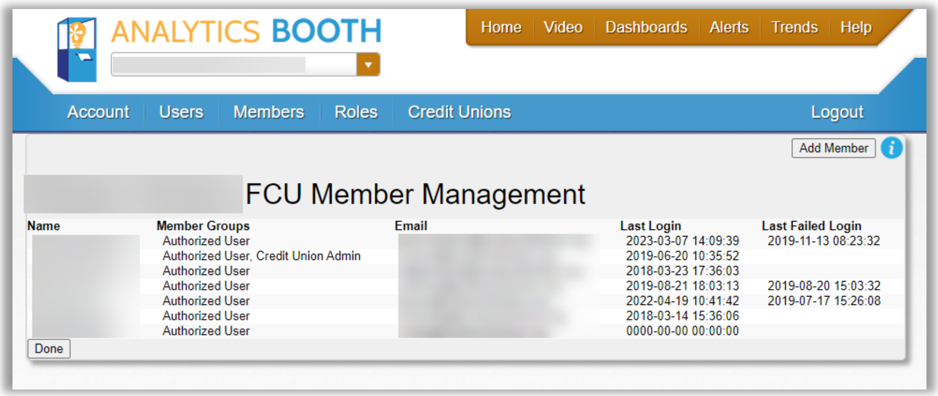


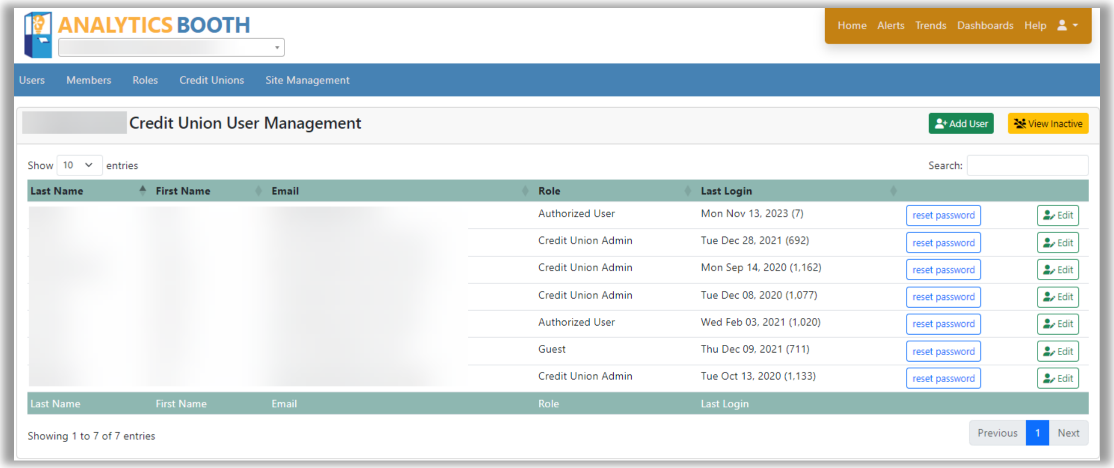
Analytics Booth has never been marketed as a service to be used on a mobile device such as a smart phone, largely because of the amount of data that is displayed. Simply put, there is not enough visual real estate on these types of devices. Since we live in a mobile world these days, our team decided it is time to bring you some of the features right to the palm of your hand. We encourage you to attend one of the two Analytics Booth webinars to learn more about these exciting improvements.

Member Management

We've upgraded the member administration site, making it easier to add, edit, and remove permissions and users from your Analytics Booth site. In this release, we've introduced sorting features to make it easier to identify active and dormant users, as well as update passwords. This enhancement will be exciting for our credit unions who are managing many users!

Old Member Management Site vs. Updated Member Management Site





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