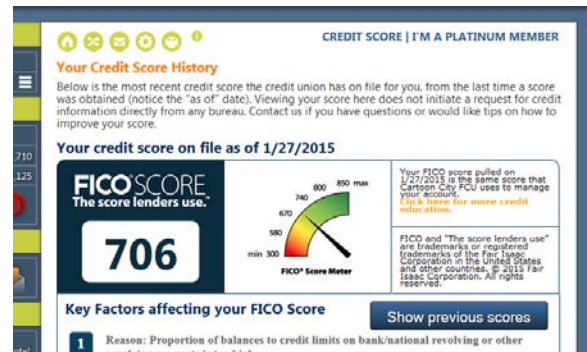


SUBJECT

BACK TO THE DRAWING BOARD FOR CREDIT SCORES IN IT'S ME 247 ONLINE BANKING

Effective ~~January~~ ~~March~~ ~~April~~ 15, 2018, CU*Answers will be discontinuing the feature which lets you display member credit scores in It's Me 247 online banking.

Introduced in the spring of 2015, this feature was designed to be a different approach to giving members an insider's view of the credit scores that were stored in the credit union's records. It was never intended to be, "See your current score" from a credit bureau. Instead, the idea was to show the scores the credit union *already had on file*: scores you'd already purchased, scores you'd already used in another way. And since these scores are archived in CU*BASE, the tool could even provide a historical trend line of the scores used for decisions made on the member's behalf over time.



The point was to have the member see their score and want to talk to you about where they were today, so they would always be ready to borrow. Best of all, it was free!

However, the approach was different enough from other marketplace techniques (such as Credit Karma, for example) that it never really took off with our credit union community. Add to that the challenges of working with FICO as a score vendor, and it now appears that it's time to go back to the drawing board.

At our annual stockholders meeting this year in June, it was announced that CU*Answers was going to review projects and features we might elect *not* to take with us to the future. CEO Randy Karnes was so aggressive about this he declared a goal to reduce our current feature list by as much as 30%. He encouraged all cooperative CEOs to recognize that maintaining the status quo, especially when the status quo might have missed the mark, is not a formula for a successful future. Carrying the weight of unnecessary maintenance is a poor tradeoff when you need the freedom to innovate for the future.

So as of ~~January~~ ~~March~~ ~~April~~ 15th we will deactivate this feature for all CUs who currently have it activated. We will also advise FICO that we are no longer going to offer this online banking option to our CUs. This will not affect the scores you have on file nor any of the CU*BASE tools you use to view and analyze credit scores; only the online banking feature will be turned off and the "View My Credit Score" links will simply disappear from the My Accounts menu in online banking.

NOTE: We will post an online banking service alert on the 15th explaining that the feature is no longer available. Also, if you'd prefer to notify your members now and turn off the feature sooner than ~~Jan.~~ ~~March~~ ~~April~~ 15th, please contact a CSR and we'll be happy to deactivate it for you.

We do have a couple of ideas on the drawing board that we may decide to announce at the Leadership Conference next June. If you have any ideas you would like us to consider for the next go-around in **It's Me 247** and via mobile apps, please let us know! Also expect more announcements about opportunities to innovate for the future over the coming year.

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