

IRSC LOOKBOOK

Summer 2016



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IT'S YOUR CANVAS

Be the Artist

FUTURE MOBILE SOLUTIONS HERE AT LAST - For years, members who use the **It's Me 247** online banking channel have enjoyed features that allowed them to personalize the site to their preferences. The very name, **It's Me 247**, was targeted at making every individual member feel like they were the central focus.

In this lookbook you will find our 2016 options for branding and customizing online banking and future mobile solutions to fit your credit union's unique style and brand.

Recently we've expanded the customization options through the IRSC online store. In addition to the SSCCBO and OBC Customization options, there are now Custom **It's Me 247** Navigation Features, new Membership Opening Applications and Free Hybrid Mobile Apps in the various App Stores. your credit union can now take advantage of the next evolution for our self-service channel solutions.

WHERE CAN YOU ORDER YOUR CUSTOM OPTIONS? IRSC.CUANSWERS.COM



A person is shown from the side, sitting at a desk and working on a laptop. The person's face is in profile, looking towards the right. The background is blurred, showing a desk and some office equipment. The text is overlaid on the right side of the image.

IT'S ME 247 DESKTOP THEME

*Customize your online banking
desktop theme*

Brand It's Me 247 Online Banking to your own credit union colors. Our graphic designers will work with you to give each custom theme some unique flair.

A. Custom It's Me 247 Desktop Theme | \$2,000

B. It's Me 247 Desktop Logo Swap | \$750

C. It's Me 247 Launch Points - Info Center | \$25 + \$20/month

D. It's Me 247 Launch Points - My Accounts | \$25 + \$20/month

E. It's Me 247 Logout URLs | \$25 + \$20/month

MOBILE EXPERIENCE CENTER

Showcase your mobile app offerings

Showcase your credit union's mobile app offerings, as well as other recommended apps, from within online banking and on your credit union website. Your Mobile Experience Center (MXC) allows you to feature mobile apps with links to the Apple or Google Play stores.

FREE for a
limited time!

"Element FCU has invested in providing top notch mobile apps for our members, but education and distribution can be a challenge. The addition of the Mobile Experience Center complements our website by making it easier for our members to see the apps available to them and to get those apps on their phones. Having all our apps listed in online banking through the MXC was a no brainer for expanding the reach of our digital solutions."

LINDA BODIE, Chief + Innovator, Element Federal Credit Union

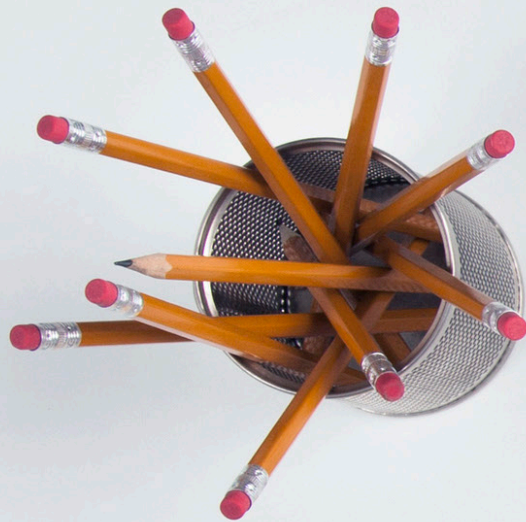
A.





B.

- A. Custom Mobile Web Banking Theme | \$1,600 + \$20/month
- B. Mobile Experience Center | Free for a limited time



IT'S ME 247 LAUNCH POINTS

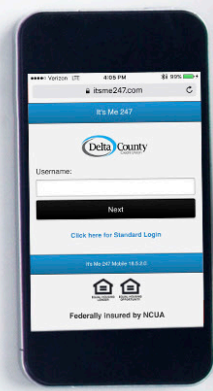
Navigation feature

Set the expectation that you are the central resource for your members to find important resources on the Internet with launch points in online banking. Add up to 24 links in 8 different locations in **It's Me 247** to promote either your own website or to give quick access to vendor sites.

Improve your member's online experience by configuring a custom logout landing page. Instead of landing on the Online Banking Community (OBC) page after logging out, with this feature you can direct members elsewhere, such as a product promotion page.



Launch points & Logout URLs can be set up for **\$25**, plus a \$20/month maintenance fee.



IT'S ME 247 LOGOUT URLS

Navigation feature

Have you crafted a special landing page for your members when they logout of online banking? Using **It's Me 247** Logout URLs you can redirect your members to your website when they choose to logout.

MAP

Membership Application Process

The online membership application is mobile friendly with several new features that will enhance the member experience.

Custom brand your membership application with your credit union logo, colors, testimonials and more. We will work with you to create advertisements and target specific segments of your community.

FREE for a limited time!

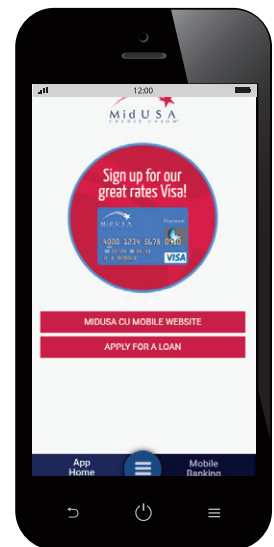
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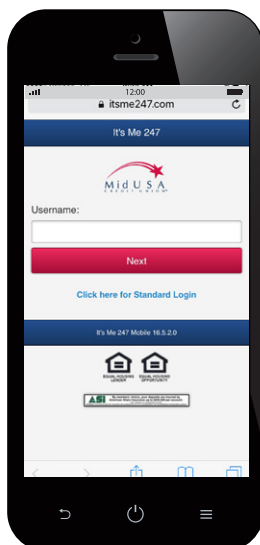
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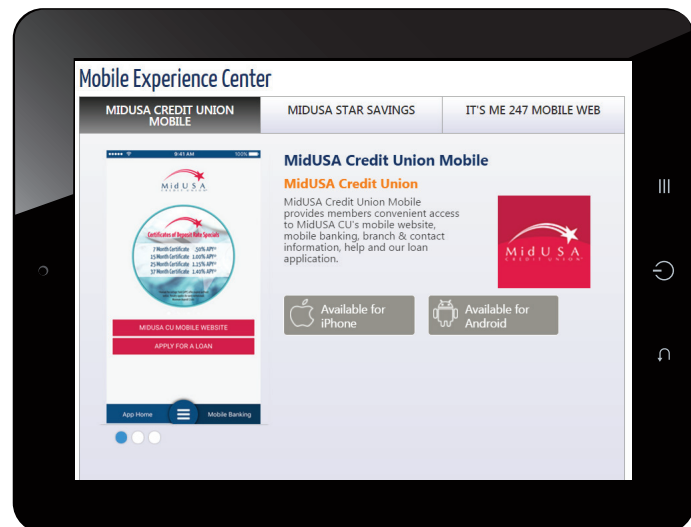
C.



D.



E.



A. **MAP - Membership Application Process** | Free for a limited time

B. **Website Design** | \$3,500 | contact web_services@cuanswers.com

C. **It's Me 247 Hybrid Mobile App** | Free

D. **Custom Mobile Web Banking Theme** | \$1,600 + \$20/month

E. **Mobile Experience Center** | Free for a limited time



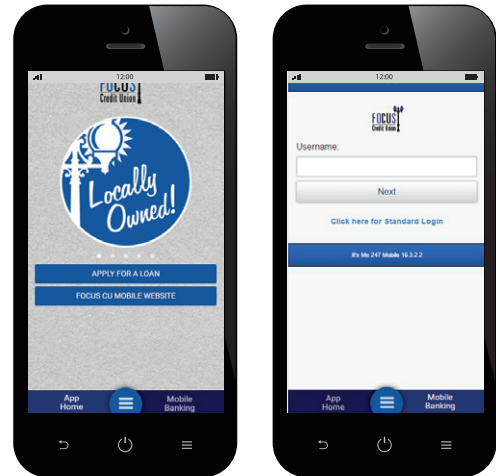
Customize your Mobile
Web Banking Theme for
just **\$1,600** plus
\$20/month.

IT'S ME 247 HYBRID MOBILE APP

Mobile Web Banking

Get your **FREE It's Me 247** Mobile App from IRSC today. It can made available from the Apple and Google app stores. Add your own graphical ads, links to sites and services, assist questions and answers, branch locations, and access to **It's Me 247** Mobile Web Banking via the app.

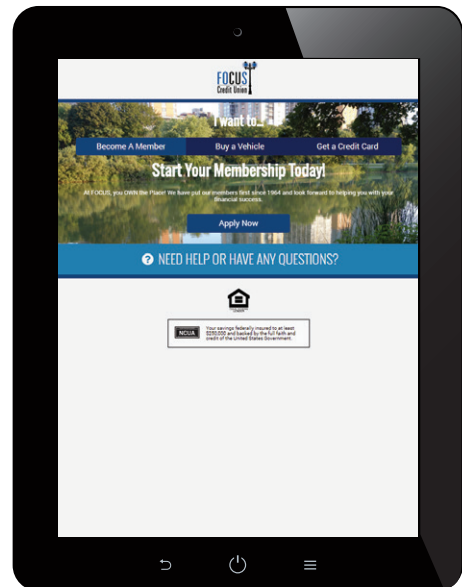
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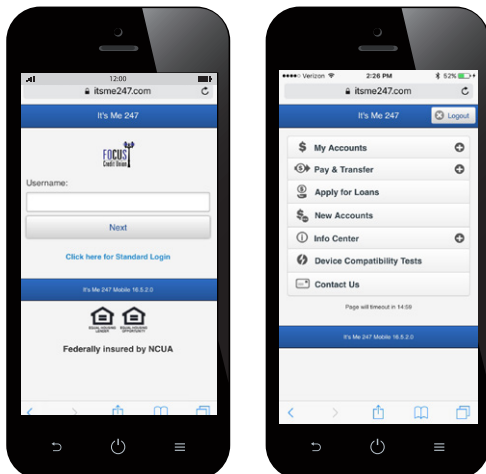
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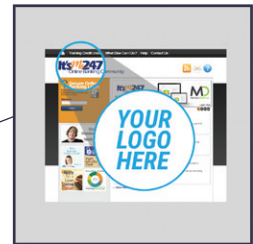
- A. **It's Me 247 Hybrid Mobile App** | Free
- B. **Custom OBC Background Color** | Free
- C. **MAP - Membership Application Process** | Free for a limited time
- D. **Custom Mobile Web Banking Theme** | \$1,600 + \$20/month



OBC CUSTOMIZATION

Self service channel custom branding options

Members rely on online banking more than ever, brand your self service channels within **It's Me 247** Online Banking and have your screens coordinate on all electronic devices! Use your logo, your colors, your links, and your social media!



- A. **Online Banking Community (OBC) Logo Swap** | \$750
- B. **Add Social Media** | Free
- C. **OBC Custom Background color** | Free
- D. **OBC Custom Website Links** | Free

What are you waiting for?

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