

A first-phase project for online channel optics. A new database warehouse that would track every time a member:

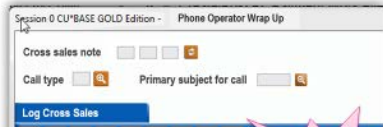
1. Logged In
2. Clicked Smart Message xxxx
3. Viewed Open Loan
4. Viewed Open Certificate
5. Viewed Open Savings/Checking
6. See/Jumped Activity
7. Clicked xxx Loan to open
8. Clicked xxx Certificate to open
9. Clicked xxx Savings/Checking to open
10. Changed Personal Information
11. Forgot Password
12. Went to Bill Pay
13. Enrolled in Bill Pay
14. Viewed Mobile Page
15. Made an ACH Transfer
16. Made an AFT Transfer
17. Made an A2A Transfer
18. Created a Promise Deposit
19. Viewed the Newsletter
20. Viewed eStatements
21. Viewed Credit Scores
22. Used Skip-A-Pay
23. Printed a Loan Coupon
24. Went to PIB
25. Viewed Check Image
26. Viewed Dividend/Interest Summary
27. (Payveris) Created Payee
28. (Payveris) Paid a Bill
29. (Payveris) Viewed Bills
30. (Payveris) Sent P2P
31. Added check stop payment
32. Downloaded Account Details
33. Browser Used
34. Operating System Used
35. Viewed Tiered Services
36. Clicked on Skip Pay
37. Clicked on customized Launch Points
38. Did they use See Jump?
39. Did they go to Bill Pay?
40. Went to MoneyDesktop

Goal #2: Build New Databases for Insight

OPTICS: NON-TRANSACTIONAL DATA TRACKING – WHAT PEOPLE DO YOU CAN'T SEE TODAY

■ Introducing Call Center Optics

- Tracking every member that was helped through CU*BASE Phone Op
- Cross-referencing member activity to their call center activity
- A search for new ways to earn from answering the phone



Mockup: currently in design stage

■ Introducing It's Me 247 Optics

Watch, record, and analyze the clicks in the online world

- 1 - Logged In/Out
- 2 - Clicked Smart Message xxxx
- 3 - Viewed Open Loan
- 4 - Viewed Open Certificate
- 5 - Viewed Open Savings/Checking
- 6 - See/Jump Activity
- 7 - Clicked xxx Loan to open
- 8 - Clicked xxx Certificate to open
- 9 - Clicked xxx Savings/Checking to open
- 10 - Changed Personal Information
- 11 - Forgot Password
- ...

- 30 - Went to PIB
- 31 - Viewed Check Image
- 32 - Printed the Page
- 33 - Viewed Dividend/Interest Summary
- 34 - (Payveris) Created Payee
- 35 - (Payveris) Paid a Bill
- 36 - (Payveris) Viewed Bills
- 37 - (Payveris) Sent P2P
- 38 - Viewed Messages
- 39 - Added check stop payment
- 40 - Downloaded account Details

113

These new optional databases will have associated fees and purge schedules to fit with your plan for using the data