Selling Products Online

Becoming an Internet Retailer

INTRODUCTION

Internet retailers utilize all online banking tools at their disposal to maximize the targeted exposure of their products.

This booklet covers several tools built right into CU*BASE and both **It's Me 247** online/mobile banking and **BizLink 247** business online/mobile banking that your credit union can use to be more effective in selling products online. It covers several strategies to provide special pricing and discounts, and to create meaningful differentials between what is offered via other channels and what is offered online.

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BUILT-IN TOOLS FOR DEVELOPING AN EFFECTIVE ONLINE BANKING STRATEGY

Q: HOW CAN I GIVE MEMBERS BETTER CHECKING DIVIDEND RATES ONLINE WITH QUALIFIED DIVIDENDS?

What are Qualified Dividends?

In a nutshell, you can configure a checking dividend application with specific eligibility requirements, then set up two rate schedules: the **qualified** rate schedule, which can have multiple ranges for regular or reverse tiers (i.e., lower rate at higher balances) and the **base** rate for non-qualified accounts, which can even be set to 0% if you wish. When dividends are posted at the end of the month, CU*BASE will automatically evaluate the membership for enrollment in products your credit union selects such as eStatements and transaction activity on the member's account configured for the Qualified rate. It will then calculate dividends according to the appropriate rate schedule.

What is the member experience online?

When you sell Qualified Dividend products on your rate board, members see the difference since the product will be presented with a special "QD" button. This gives easy access to learn more about the special requirements to receive the higher rate. Once the member opens this checking account, they can use a special tracking page in online banking to watch their progress toward the higher rate.

How does the member see the DIFFERENCE in participating with you online?

The member sees the difference in participating with your credit union online when this results in a higher dividend payment on qualified accounts. It is more likely that they will open the Qualified Dividend checking account due to the special rate board features. Also, if they return to online banking to monitor their progress, it is more likely that they will receive the higher rate.

Who can I turn to for more assistance?
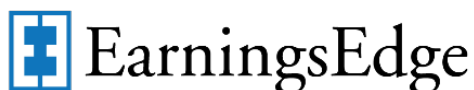
Don't have time to set it up? Engage the Earnings Edge team to help you design and execute this initiative.

What is a breakdown of the steps for my credit union?

- Create a checking account dividend product and use the Qualified Dividend configuration to set up qualifiers for the higher rate. These might include membership-level requirements such as enrollment in eStatements or bill pay. Additionally you can require transaction activity on the account configured for the Qualified rate, for example a minimum dollar amount of ACH transactions or minimum number of debit card transactions.

- Activate the feature that allows members to use online banking to track their progress (real-time) toward the higher rate. (This is also in the Qualified Dividends configuration.)

- Enter the sales text the member will see online that explains these qualifiers and any other marketing text you want the member to see. This is done in the Member Sales Text information screen, accessed from Rate Maintenance. See the Savings/Checking section of this booklet for more details.

- Activate this product so that it will show on the rate board for purchases. This is also accessed from the Rate Maintenance area. See the Savings/Checking section of this booklet for more details.

What documentation resources are available?

Refer to the "Qualified Dividends" booklet for more information.

http://www.cuanswers.com/pdf/cb_ref/QualifiedDividendsBooklet.pdf

Qualified Dividends

Offer Members Qualified Rates on Checking Accounts

INTRODUCTION

If your credit union is thinking about getting into reverse-tiered rates and qualifying members for dividends based on certain behavior, then CU*BASE Qualified Dividends might be just the thing!

In a nutshell, you can configure a checking dividend application with specific eligibility requirements, then set up two rate schedules: the **qualified** rate schedule, which can have multiple ranges for regular or reverse tiers (i.e., lower rate at higher balances); and the **base** rate for non-qualified accounts, which can even be set to 0% if you wish. When dividends are posted at the end of the month, CU*BASE will automatically evaluate member accounts

Q: HOW CAN I GIVE MEMBERS BETTER CERTIFICATE DIVIDEND RATES ONLINE WITH BUMP RATE CERTIFICATES?

What are Bump Rate Certificates?

A different certificate marketing strategy is available in the credit union's savings arsenal. Bump Rate Certificate products allow members to change the rate of their certificates (a configured number of times) when it is to their advantage to do, so such as when the current rate is better than the existing rate. Members will be intrigued by this option to get better returns, and you have a marketing tool to sell more certificates, even when interest rates are low.

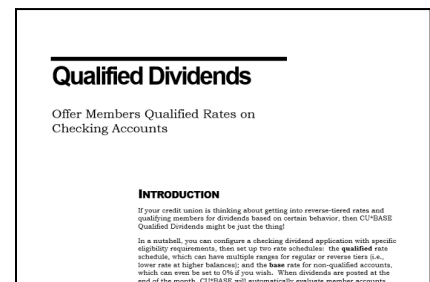### What is the member's experience online?

When you sell bump rate certificates on your rate board, your member can view marketing text to learn about the bump rate feature. At any time, the member can see the "Current Available Rate" for the certificate. If the

current rate is higher than the rate of the certificate and the member has not exceeded their number of allowed bumps, the member can select (whenever they want) to "jump to" a greater rate.

How does the member see the DIFFERENCE in participating with you online?

The member sees the difference in participating with your credit union online when this results in a higher certificate rate. It is more likely they will know that it is a good time to "bump" their rate because they can look at any time in online banking.

Who can I turn to for more assistance?

Don't have time to set it up? Engage the Earnings Edge team to help you design and execute this initiate.

What is a breakdown of the steps for my credit union?

- Activate the Bump Rate feature in the Certificate Type configuration and select the number of times the member can change their rate.

- Enter the sales text the member will see online that explains this special feature and any other marketing text you want the member to see. This is done in the Member Sales Text information screen accessed from Rate Maintenance. *See the certificate section on Page 22 for more details.*

- Activate this product so that it will show on the rate board for purchases. This is also accessed from the Rate Maintenance area. *See the certificate section on Page 22 for more details.*

What documentation resources are available?

Refer to the "Bump Rate Certificates" booklet for more information.

http://www.cuanswers.com/pdf/cb_ref/ bumpratecertificate.pdf

Q: HOW CAN I GIVE MEMBERS BETTER LOAN INTEREST RATES ONLINE JUST BY ADJUSTING THE LOAN PRODUCT?

How can I use the loan product configuration to set lower online rates?

With every loan product you offer, you have the ability to offer a discount for members to apply for their loans via online banking. On the fourth screen in the Product configuration there is a variant field that allows you to offer the

discount for applying online. This is a powerful tool to encourage members to check out your rates online and use your online loan application!

What is the member experience online?

The member sees the lower rate in the rate board. It is just as easy at that!

How does the member see the DIFFERENCE in participating with you online?

This one is really a no brainer. Configure a lower rate on any loan product and the member gets an automatic deal for shopping online.

Then, advertise this special savings in your marketing text so the member see that they are getting a deal.

- NOTE: This special online rate does not apply to credit cards products. Offering promotional rates on credit cards is covered in the next section of this booklet.

Who can I turn to for more assistance?

Don't have time to set it up? Engage the Lender*VP team to help you design and execute this initiative.

What is a breakdown of the steps for my credit union?

- Use the variant field on the Online Banking loan product configuration screen to change the "Online banking offered rate" that members will be offered if they apply for this loan via online banking. NOTE: Risk-based pricing must be used to use this features. *See Page 33 for an example of this screen.*

- Configure the loan product so it is available in online banking by using an online banking display sequence number and application defaults. Be sure to enter in the member instructions/sales information that this rate is a special online rate! This text will appear when the member clicks on the product name on your online rate board. *See Page* 28 for information about configuring loans to appear on the online rate board.

What documentation resources are available?

Refer to the Loan Products section at the end of this document for more details.

Q: HOW CAN I USE CREDIT CARD PROMOTIONS TO GIVE MEMBERS A BETTER INTEREST RATE ON A CREDIT CARD OFFERED ONLINE?

How can I use promotional rates in online banking to sell more credit card products?

Advertising your credit card promotions online is a great way to get the word out about them. Going the step further to allow members to open credit card loans online gives your member one more reason to shop your rate board for their next credit card.

What is the member experience online?

If you are offering a 3.99 introductory rate or a 5 percent "Back to School Special," the member can easily learn more about the deals while reading the marketing text which advertises these promotions.

How does the member see the DIFFERENCE in participating with you online?

This one is really a no brainer. The member sees the lower promotional rate while shopping online and can immediately apply for the new credit card right from your rate board.

Who can I turn to for more assistance?

CU*ANSWERS
Cards & Payments

Don't have time to set it up? Engage the Cards & Payments team to help you design and execute this initiative.

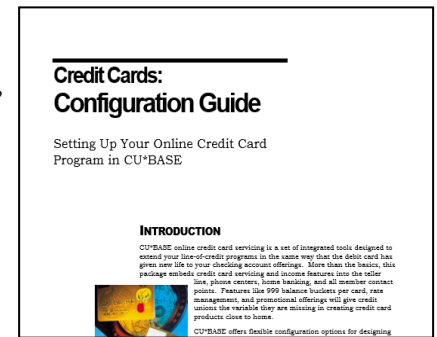## What is a breakdown of the steps for my credit union?

- Create a promotional rate for your credit card product. *Refer to the Credit Card Configuration guide for more details.*

- Configure the loan product so it is available in online banking by using an online banking display sequence number and application defaults. Enter the member instructions/sales information that will appear when the member clicks on the product name. *See Page* 28 for information about configuring loans to appear on the online rate board.

  - o **IMPORTANT NOTE:** Need to provide access to your credit card disclosures process? Use the URL field on the Sales Text screen to provide access to a website with these forms and add text in the Sales text message area that says that accepting this page in the application indicates that they have read and accepted these forms.

What documentation resources are available?

Refer to the Loan Products section at the end of this document for more details on placing the product on your rate board.

Refer to the "Credit Card Configuration Guide" for more information on creating credit card promotions.

http://www.cuanswers.com/pdf/cb_ref/CC-ConfigGuide.pdf

Credit Cards:
Configuration Guide

Setting Up Your Online Credit Card Program in CU*BASE

INTRODUCTION

CU*BASE online credit card servicing is a set of integrated tools designed to extend your line-of-credit programs in the same way that the debit card has given new life to your checking account offerings. More than the basics, this package embeds credit card servicing and income features into the teller line, phone centers, home banking, and all member contact points. Features like 999 balance buckets per card, rate management, and promotional offerings will give credit unions the variable they are missing in creating credit card products close to home.

CU*BASE offers flexible configuration options for designing

Q: HOW CAN I USE TIERED SERVICES ONLINE

AND SELL REWARDS FOR GREATER PARTICIPATION IN MY CREDIT UNION?

What is the benefit of a Tiered Services program?

Tiered Service program is a great way to encourage desirable behavior by rewarding desirable behavior. Want your members to keep higher deposit balances in their accounts? Want to encourage use of non-teller contact avenues such as ATMs and automatic deposit? You can then reward those behaviors with meaningful benefits and incentives.

If you activate the built-in online features (explained below) you can then easily communicate the benefits of participation to your members while they bank online. (See the listing below of online features you can activate.)

What is the member's experience online?

The member sees the Tiered Service features that are built into online banking and at a glance can see the benefit of higher participation with your credit union. (See the listing below of online features you can activate.)

How does the member see the DIFFERENCE in participating with you online?

Members see the difference in participating with your credit union online when they see the rewards they earn for their participation with your credit union.

You can communicate to members about your Tiered Service program by activating any (or all) of the items below:

- The Tiered Services badge indicates to members their Tiered Service level.
- The "How do I get my points" page lists the things your credit union counts toward getting that score and the points received (and the total available). This might include a higher savings balance, having a loan, or using a self-service feature such as a debit card or ATM card.
- The "Instant Rewards" page lists the reward your credit union gives for the member participation at their Tiered Service level. This might

include waiving over-the-counter transaction fees, waiving fees on member-elected services, or waiving self-service fees.

- The "Rewards History" page shows the history of points received (and used if appropriate) each month.

They will also see your marketing text explaining how you value their participation in your credit union that appears at the top of the detail page.

Who can I turn to for more assistance?

EarningsEdge

Don't have time to set it up? Engage the Earnings Edge team to help you design and execute this initiative.

What is a breakdown of the steps for my credit union?

- Activate your Tiered Services program.

- Active the online banking features. This includes displaying the Tiered Score level, the "How do I get my points?" page, the "Instant Rewards" page and the "Rewards History" page. (See previous page for an explanation of each item.)

- Add text promoting the rewards of participation in your program. Your credit union may select to add a link to a website where you detail even more information.

What documentation resources are available?

Refer to the "Tiered Services" booklet for more information.

http://www.cuanswers.com/pdf/cb_ref/T-TieredServiceLevels-NEW.pdf

CU*BASE
Tiered Service Levels

Credit Union Member
Relationship Management

INTRODUCTION

Positive reinforcement. What is rewarded will be repeated. Encourage desirable behavior by rewarding desirable behavior. Want your members to keep higher deposit balances in their accounts? Want to encourage use of non-teller contact avenues such as ATMs and automatic deposit? Then reward those behaviors with meaningful benefits and incentives.

The CU*BASE Tiered Service Levels relationship management program helps you to analyze member behavior and set up a "scoring" system. Each behavior that your credit union wants to encourage will be awarded a certain

Q: HOW CAN I USE STATEMENT STYLES TO SELL "GET IT MY WAY" FEATURES ONLINE AND INCREASE ESTATEMENT ENROLMENTS?

What are Member-Selected Printed Statement Styles?

- NOTE: At the last update of this document, member-Selected Printed Statement Styles are only available to credit unions that utilize Sage Direct or Bridgestone Preferred Statement vendors.

Traditionally members have selected between eStatements and paper statements with no real pricing variations to consider, other than some indirect pricing. Member-Selected Printed Statement Styles drives the idea of *statements having value* by adding the ability for the member to choose a personal option; it also drives the concept of "for-pay paper statements" (with eStatements eventually being the only free option).

What is the member's experience online?

Once your credit union activates online selection of a style, members not already enrolled in eStatements will see the new "My Printed Statements" page. Clearly marked links on this page encourage selection of a style or enrollment in eStatements.

How does the member see the DIFFERENCE in participating with you online?

The member sees the difference in participating with your credit union online when they can get the large-print statement they have been wanting. If you charge a fee for your paper statement, the member clearly sees their paper statement options. Or they might just find this to be an easy way to access the eStatement enrollment screen.

Who can I turn to for more assistance?

Don't have time to set it up? Engage the Earnings Edge team to help you design and execute this initiative.

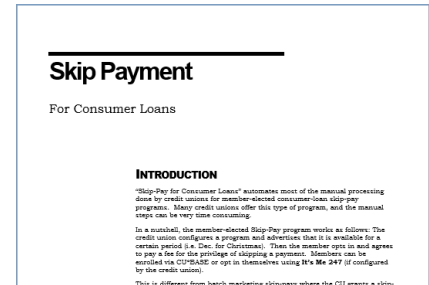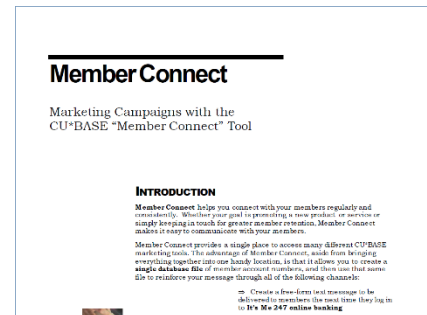## What is a breakdown of the steps for my credit union?

- In the statement style configuration, select the new statement designs (for example the Large Print design). From this foundation, you can expand to a "for pay" paper statement program. (eStatement design is not affected by this selection) If your credit union moves directly to charging a fee for your standard statement, you enter the fee in this configuration.

- The configuration allows you to enter text the member sees when making a selection of a statement style. This page also encourages eStatement enrollment.

- Once your credit union activates Printed Statement Style selection online, members not already enrolled in eStatements will see the new "My Printed Statements" page. Clearly marked links on this page encourage selection of a style or enrollment in eStatements.

What documentation resources are available?

Refer to the "Member Selected Printed Statement Styles" booklet for more information.

http://www.cuanswers.com/pdf/cb_ref/ statement_styles.pdf

Member Selected Printed Statement Styles

Increasing Value of Your Member's Most Basic Communication

INTRODUCTION

Use Printed Statement Styles to drive greater e-Statement enrollment at your credit union!

Traditionally members have selected between e-statements and paper

Q: How can I use Skip-a-Pay to put some extra money in members' pockets?

What is the "Skip a Pay for Consumer Loan" feature?

Skip-Pay programs allows the credit union to offer the member the opportunity to skip a payment on their consumer loan, should they qualify.

What is the member's experience online?

If the loan may qualify for a skip pay based on loan category, the member will view a SP button next to their loan listed on the rate board. This allows them to access a button for more details, which takes them to the loan detail screen. There they will view a button labeled "Skip A Pay." (The member can also view the button by navigating directly to the loan detail screen.)

Once the member clicks this button, the system evaluates whether the member qualifies for the skip based on the configuration of the program.

If the member qualifies, the member is presented with a screen showing the details of the program (including a fee if one is charged). The member checks a box to agree to the conditions and selects an account to pay the fee, if one is charged.

The member finally clicks Submit and is presented with a confirmation window.

How does the member see the DIFFERENCE in participating with you online?

The member sees the difference in participating with your credit union online when this results in them being able to skip a payment without even needing to speak to a lending officer. Since this is very visible online, this program can be advertised simply by activating the feature in online banking. The member does not even need to read a marketing piece advertising the program!

Who can I turn to for more assistance?

Lender*VP

Don't have time to set it up? Engage the Lender*VP team to help you design and execute this initiative.

What is a breakdown of the steps for my credit union?

- Your credit union configures a program and advertises that it is available for a certain period (i.e. December for Christmas).

- Your credit union types the online banking instructions that the member views in online banking explaining the program once the member qualifies.

- Your credit union then activates the feature to allow a member to skip a payment in online banking.

What documentation resources are available?

Refer to the "Skip Payment for Consumer Loans" booklet for more information.

http://www.cuanswers.com/pdf/
cb_ref/skip_pay_consumer.pdf

Skip Payment

For Consumer Loans

INTRODUCTION

"Skip-Pay for Consumer Loans" automates most of the manual processing done by credit unions for member-elected consumer-loan skip-pay programs. Many credit unions offer this type of program, and the manual steps can be very time consuming.

In a nutshell, the member-elected Skip-Pay program works as follows: The credit union configures a program and advertises that it is available for a certain period (i.e. Dec. for Christmas). Then the member opts in and agrees to pay a fee for the privilege of skipping a payment. Members can be enrolled via CU*BASE or opt in themselves using **It's Me 247** (if configured by the credit union).

This is different from batch marketing skip-pays where the CU grants a skip-

Q: HOW CAN I USE LIST GENERATOR AND MEMBER CONNECT TO OFFER SPECIAL DEALS TO MY ONLINE BANKING MEMBERS?

How do List Generator and Member Connect work to promote special online discounts and offers?

With the List Generator and Member Connect tools, your credit union can send selected members targeted information on promotions and discounts directly through the online banking Message Center. The List Generator tool allows you to create your targeted list of members to whom you'd like to market. Then the Member Connect tool allows you to deliver an online banking message.

- NOTE: This process can also be used to send targeted emails to members.

What is the member's experience online?

The member can view marketing text promoting the special offers and discounts in a message in their Online Banking Message Center.

How does the member see the DIFFERENCE in participating with you online?

The member sees the difference in participating with your credit union online because they get special offers directly in their Online Banking Message Center, which gives them easy access to the message. Since you can use Member Connect to send both an online banking message and an email, you are able to easily, at no cost, deliver your targeted message through multiple channels to maximize the ability for your busy members to see your promotion details.

Who can I turn to for more assistance?

EarningsEdge

Don't have time to set it up? Engage the Earnings Edge team to help you design and execute this initiative.

What is a breakdown of the steps for my credit union?

- First build the targeted list to reach out to members who will already be receptive to your message such as members with checking accounts at your credit union who do not have a delinquency.   Using the List Generator tool, select your criteria.

- On the final screen of the List Generator tool, enter the file name where it says "Output to database file" and check the "Print/save account #" checkbox to create the file.

- Then use the Member Connect feature and type the name of the database file you just created into the "file name" box at the top of the screen. Choose Online Banking/Email message, create or choose your message, and follow the screens to send the message directly to members. If you'd like to send it via both online banking and the member's email address, repeat this last step and choose the email option.

What documentation resources are available?

Refer to the "Member Connect" booklet for more information.

http://www.cuanswers.com/pdf/cb_ref/ MemberConnect.pdf

Member Connect

Marketing Campaigns with the
CU*BASE "Member Connect" Tool

INTRODUCTION

Member Connect helps you connect with your members regularly and consistently. Whether your goal is promoting a new product or service or simply keeping in touch for greater member retention, Member Connect makes it easy to communicate with your members.

Member Connect provides a single place to access many different CU*BASE marketing tools. The advantage of Member Connect, aside from bringing everything together into one handy location, is that it allows you to create a **single database file** of member account numbers, and then use that same file to reinforce your message through all of the following channels:

    ⇨   Create a free-form text message to be
delivered to members the next time they log in
to **It's Me 247 online banking**

Q: HOW CAN I SELL DIFFERENT SAVINGS, CERTIFICATE, OR LOAN PRODUCTS AND RATES TO MY BUSINESS MEMBERS?

How do online banking rate boards promote special products and offers?

CU*BASE lets you configure savings, certificate, and loan products to appear on a "Rate Board" in online banking. Both **It's Me 247** standard and **BizLink 247** can display these products and allow members to learn more, open savings/certificate accounts, and apply for loans online.

If you have products that are specifically intended for your business members, or if you have products that cannot be opened by your business members, you can elect to show specific products via standard online banking, business banking, or both.

- NOTE: There is only one sales text message per product. So for generic products that work the same for businesses and individuals, you can create a single product for display in both platforms. But if you wish to customize your sales text based on the audience, we recommend building unique products for your business members.

What is the member's experience online?

Members will log in to either **It's Me 247** online banking or **BizLink 247** business online banking according to the platform designated under their

assigned Membership Designation code. When they use the New Accounts feature to view savings, certificate, or loan products, only the products that have been flagged to appear under that platform will appear.

How does the member see the DIFFERENCE in participating with you online?

Members see only products and services that fit their particular situation, either business or personal.

Who can I turn to for more assistance?

Don't have time to set it up? Engage the Earnings Edge team to help you design and execute this initiative.

What is a breakdown of the steps for my credit union?

- Create savings, certificate, and loan products for display online as usual.
- When prompted, select in which online banking platforms the product should be displayed to members: standard online banking (**It's Me 247**) or business (multi-login) online banking (**BizLink 247**).

What documentation resources are available?

Refer to the Savings Products, Certificate Products, and Loan Products sections of this booklet for more information.

SAVINGS PRODUCTS

There are three basic steps needed to implement the online banking feature for savings products:

1. Configure the savings products and sales information you wish to make available in online banking. Products can be opened on line or simply displayed for information only. Enter the member instructions/sales information that will appear when the member clicks on the product name.

   ⇒ *See below and Page 21 for details.*

2. Activate the feature to allow members to open savings accounts in online banking via **Tool #569 *Online/Mobile/Text Banking VMS Config***. Remember this just enables the buttons related to savings products in online banking. Only products configured as available for purchase ("P") will actually allow an account to be opened on line.

   ⇒ *See Page 38*

3. On a daily basis, check your Member New Account Report (LNWACE) for all accounts opened with a Reason Code = 95 and follow up as needed with appropriate paperwork, personal contact, etc.

```
 11/14/00                              ITS ME 247 VMS TEST CREDIT UNION                      LNWACE          PAGE   1
   42.23                                  MEMBER NEW ACCOUNT REPORT                                          OPER
APPLICATION TYPE       _  CD

Corp ID: 01

 New Member Code 00
                                        DATE   -  LAST TRANSACTION   -    CURRENT              LOAN    LOAN     REASON
    ACCOUNT NO.   MEMBER NAME            OPENED    DATE     TYPE    AMOUNT   BALANCE   BRANCH  OFFICER PROCSSR   CODE
    -------------  ------------------------------  --------  -------- ----   ------   -------  ------  ------- -------  ------

     2122-330    MEMBER       SUSAN      11/14/00 11/14/00  42     500.00   500.00    01                          95
                 443 EASY STREET
                 ANYCITY      MI 49000
```

SAMPLE ONLINE BANKING SAVINGS PAGES

The online banking savings pages are generally accessed from **New Accounts** section on the Mega Menu; however, different wording and access can be configured by the credit union in ItsMe247 Manager/BizLink247 Manager.

First the rate board is shown. When the member selects a share product, detail on that product is shown.

Here in the detail, the sales and marketing text is shown. If the product is available for sale, the member will click *Open Now* to open the sub account.

If the member is able to open the account online, the member will advance to the next screen (shown to the left) where he will be able to select the amount to deposit, the account to take the funds from and add a joint owner if desired. The member clicks *Continue* to view a confirmation page before clicking *Open Account* to open the account.

[I understand there are restrictions on who can be added as a beneficiary on a new certificate opened online. How does this apply to new savings and checking accounts?](#)

SETTING UP THE SAVINGS PRODUCT RATE BOARD

Member Rate Maintenance **(Tool #506) > Share Rate Update**

This screen, which is used to schedule rate changes for all credit union share products, is also used to define which products will appear in the online banking savings rate board and to specify whether the accounts can be opened on line or will simply display sales information.

> *NOTE: New sequence numbers are NOT saved unless you have also used "Online Banking" to set up default parameters for each individual product. For example, if you enter 11 onto an item, then immediately exit this screen, that sequence number will not be saved.*

If you want to do this...	Follow these steps:
Start from scratch (create new products)	1. Use the OLB column to enter sequential numbers (01 to 50) for up to 50 different share products. Do not use the same sequence number more than once. Always enter an <u>unused</u> sequence number when adding a new product to the list.
	2. Use Enter to show the pencil icon.
	3. Click the pencil icon to set up the parameters and sales information/instructions for each product.
	4. When parameters have been set up for all sequences and you are returned to this list, use Enter one last time to save all changes on this screen and then use back arrow to exit.
	CU*TIP: It pays to plan ahead! Because it can be tricky to re-sequence items after they have been entered, we recommend you set up your "standard" products using the lower sequence numbers, and then skip a few

If you want to do this...	Follow these steps:
	numbers between these and any "specialty" products that are more likely to change or be deleted.
Modify defaults or sales information for an existing product	1. Click the pencil icon next to the product that is shown online. 2. Click *Member Sales Info*. 3. The next screen appears. Be sure to use *Save Changes* to save changes before using the back arrow to return to the configuration screen.
Delete a product from the online banking rate board	1. Change the OLB sequence number to 00 or blank. 2. Use Enter to save then the back arrow to exit this screen. (This will have no effect on the actual savings product in CU*BASE; it simply keeps the product from appearing in the online banking rate board.) **CU*TIP:** Remember that this will also delete any sales information configured for these products. You may want to access the sales information screen and print a copy of the text for future reference before deleting the product.
Re-sequence some existing products	Because the OLB sequence number is the key code that identifies both the product defaults and the sales information, it is not possible to re-sequence two existing products that have already been configured. > For example, if you've configured Special Savings as sequence 01 and VIP Savings as sequence 02, you cannot re-sequence to make VIP Savings 01 and Special Savings 02. You would need to delete at least one of the products (remember to print any sales information first) and then use the steps below to change the remaining product. If you are adding a *new* product, you *can* use the number from an existing product as long as you *also* change that existing product to use a new, unused number. For example, say you already have three products configured: Special Savings as 01, VIP Savings as 02, and Money Market as 03. You can assign 03 to your Checking product, as long as you also change the existing Money Market sequence number from 03 to 04 at the same time. Make sure you check the Sales Information by clicking the pencil icon directly next to the OLB column. It will appear once a sequence number is entered in the OLB column, (See directions above.) **CU*TIP:** <u>Always</u> use Enter immediately after changing a sequence number for any reason, Then use Save/Done arrow on the configuration screen to save both the defaults and sales information using the new sequence number (even if you didn't change anything on the defaults screen).

"Online Banking"

This screen is used to define exactly how the share product should appear and behave when shown on the rate board in both **It's Me 247** online/mobile banking and **BizLink 247** business online/mobile banking. Complete all fields, and then use Enter to save all changes.

> *For a complete list of field descriptions and instructions, please refer to Online Help by clicking* 🛈 *while working on this screen.*

To enter the product sales information that will appear when the member views information about this account, use **Member Sales Info**. The screen shown on Page 21 will appear. After sales information has been entered and the *Save Changes* button has been pressed, use the up arrow to display the next new item in sequence (if any) or return to the share product list.

A Note About External Rate Boards

If you have created external rate boards on your credit union's website (outside of online banking itself) that pull from your CU*BASE configuration, special handling will be necessary to accommodate different products based on platform. *(No action is needed unless you want your external rate board to conditionally display products based on the new flag. By default **external rate boards will show all products** configured for online banking display.)*

♦ If you use CU*Answers Web Services to host your website, contact them for assistance.
♦ If your website is not hosted by CU*Answers Web Services, and you wish to explore being able to offer a separate rate board for your business products, submit a request for a custom project via the store: https://store.cuanswers.com/product/rateboard-api-key/

RECORDING SALES INFORMATION FOR A SPECIFIC SAVINGS PRODUCT

"Sales Info" (F11)

TIP: Check this to leave online banking running and open a separate browser window for the link. Otherwise, the link will open using the same browser window (abandoning the online banking session), and the member will be forced to navigate back and log in again.

This screen is used to record sales information, procedures, tips, and even disclosure information to members about this specific savings product type. In addition to providing a place for a competitive market statement about why the member should choose this account, you can also use this space for other helpful instructions, such as:

⇒ If the product is being made available to be opened in online banking, this would be a great place to tell members what will happen when the account is opened (forms you'll send, etc.).

⇒ If the product is not for sale on line (such as an IRA), this is the ideal spot to describe how a member can open an IRA, even including your IRA specialist's name and contact details.

⇒ Include details about special promotions, rate comparisons, and other details that show the value of opening a credit union savings account.

> *For a complete list of field descriptions and instructions, please refer to Online Help by clicking* ⓘ *while working on this screen.*

CERTIFICATE PRODUCTS

There are three basic steps needed to implement the VMS feature for certificate products:

1. Configure the certificate types and sales information you wish to make available in online banking. CDs can be opened on line or simply displayed for information only. Enter the member instructions/sales information that will appear when the member clicks on the product name.

   ⇒ *See below and Page 27 for details.*

2. Activate the feature to allow members to open certificates in online banking via **Tool #569 *Online/Mobile/Text Banking VMS Config***. Remember that this just enables the buttons related to certificate products in online banking. Only CDs configured as available for purchase ("P") will actually allow an account to be opened on line. NOTE: IRA and HSA Certificates cannot be offered for sale.

   ⇒ *See Page 38 for details.*

3. On a daily basis, check your Member New Account Report (LNWACE) for all accounts opened with a Reason Code = 95 and follow up as needed with appropriate paperwork, personal contact, etc.

```
 11/14/00                            ITS ME 247 VMS TEST CREDIT UNION                    LNWACE           PAGE   1
   42.23                               MEMBER NEW ACCOUNT REPORT                                           OPER
APPLICATION TYPE        _  CD

Corp ID: 01

 New Member Code 00
                                        DATE   -  LAST TRANSACTION  -    CURRENT            LOAN    LOAN     REASON
   ACCOUNT NO.    MEMBER NAME            OPENED     DATE  TYPE    AMOUNT  BALANCE   BRANCH  OFFICER PROCSSR  CODE
 -------------   ------------------------------ -------- -------- ---- ------  ------- ------ ------- ------- ------

    2122-330     MEMBER         SUSAN    11/14/00 11/14/00  42    500.00   500.00    01                        95
                 443 EASY STREET
                 ANYCITY        MI 49000
```

SAMPLE ONLINE BANKING CERTIFICATE PAGES

The online banking certificate pages are generally accessed from **New Accounts** section on the Mega Menu; however, different wording and access can be configured by the credit union in ItsMe247 Manager/BizLink 247 Manager

First the rate board is shown. When the member selects a certificate product, they move to the detail screen.

Here in the detail, the sales and marketing text is shown if configured. If the product is available for sale, the member will click *Purchase Online* to open the certificate.

Home	**Certificate Rate Board**	‹ 06 MO TERM SHARE CER
Pay & Transfer ⌄	There has never been a better time to save with a credit union share certificate. Make your hard earned money work hard for you with our flexible terms and competitive rates. Choose the term that best fits your investing schedule. Contact us at (800)_____ or email us at memberservices@c____.com for other terms and investment options available such as an Individual Retirement Account (IRA).	Open this Certificate product and earn great dividends!
Member Services ⌄		Term
Go Mobile ⌄		6 Months
New Accounts ⌃		Current Rate
See Available Loans	Upon opening your new share certificate online we will mail	3.000%
See Available Certificates	to you the disclosures, certificate, and signature card to be signed and returned.	APY*
Share Rate Board		3.040%
	03 MO TERM SHARE CER ›	Minimum Purchase
Feature of the Week ⌄	06 MO TERM SHARE CER ›	$1,000.00
Member Offers ⌄	12 MO TERM SHARE CER ›	*Annual Percentage Yield
Money Management ⌄	18 MO TERM SHARE CER ›	**Purchase Online**
	24 MO TERM SHARE CER ›	Page will timeout in 14:52
Contact Us	30 MO TERM SHARE CER ›	
	36 MO TERM SHARE CER ›	Success Credit Union
Help		This site contains links to other sites on the internet. We, and your credit union, cannot be responsible for the

If the member is able to open the account online, the member will advance to the next screen (shown to the right) where he will be able to select the amount to deposit, the account to take the funds from and add a joint owner if desired. The member can also select alternative maturity options on this page if allowed. Then the member clicks *Continue* to view a confirmation page before clicking *Purchase* to buy the certificate.

In online banking, why is my member restricted from adding a beneficiary to a new CD even though the person is already a beneficiary on a different CD on the same membership?

SETTING UP THE CERTIFICATE PRODUCT RATE BOARD

Member Rate Maintenance **(Tool #506) > Certificate Rate Update**

This screen, which is used to schedule rate changes for all certificate products, is also used to define which certificate types will appear in the online banking certificate rate board and to specify whether the accounts can be purchased on line or will simply display sales information.

> *For tips on creating, deleting and re-sequencing rate board items, refer to the chart on Page 18.*

"Online Banking" (F23)

This screen is used to define exactly how the certificate product should appear and behave when shown on the rate board in both **It's Me 247** online/mobile banking and **BizLink 247** business online/mobile banking. Complete all fields, then use Enter to save the changes.

> *For a complete list of field descriptions and instructions, please refer to Online Help by clicking* 🛈 *while working on this screen.*

Next, to enter the product sales information that will appear when the member views information about this certificate type, use **Member Sales Info**. After sales information has been entered and the Save Changes button has been pressed, use the back arrow to display the next new item in sequence (if any) or return to the certificate product list.

A Note About External Rate Boards

If you have created external rate boards on your credit union's website (outside of online banking itself) that pull from your CU*BASE configuration, special handling will be necessary to accommodate different products based on platform. *(No action is needed unless you want your external rate board to conditionally display products based on the new flag. By default **external rate boards will show all products** configured for online banking display.)*

- ♦ If you use CU*Answers Web Services to host your website, contact them for assistance.
- ♦ If your website is not hosted by CU*Answers Web Services, and you wish to explore being able to offer a separate rate board for your business products, submit a request for a custom project via the store: https://store.cuanswers.com/product/rateboard-api-key/

RECORDING SALES INFORMATION FOR A SPECIFIC CERTIFICATE PRODUCT

"Sales Info" (F11)

TIP: Check this to leave online banking running and open a separate browser window for the link. Otherwise, the link will open using the same browser window (abandoning the online banking session), and the member will be forced to navigate back and log in again.

Member Sales Information — CHANGE

Enter online banking sales information for the following specific product.

Product Type: B3 36 MONTH BUMP UP CD
To include an optional link, enter a complete URL here

https://www.abccreditunion.com/certificates

☑ Open new window for link

Comments:

A bump up rate option is the best way to go in a time of rising rates!

ℹ️ When you add or remove characters, it might cause fragmented lines of text. Place the cursor at the end of the shortened line and press the Delete key to remove the line break and clean up the paragraphs as needed.

Save Changes

ℹ️ MESSAGE TIP: If you insert text or copy and paste text that exceeds the space provided, a pop-up window will appear. Select Yes to retain text you have written or pasted, but be careful, this may delete following text. Select No to cancel a paste. WARNING: Never check the "Remember my decision" checkbox on this pop-up window.

Talking Points
Copy Text

(2633) 5/01/23

This screen is used to record sales information, procedures, tips, and even disclosure information to members about this specific certificate type. In addition to providing a place for a competitive market statement about why the member should choose this certificate, you can also use this space for other helpful instructions, such as:

⇒ If the product is being made available to be opened in online banking, this would be a great place to tell members what will happen when the account is opened (forms you'll send, etc.).
⇒ If the product is not for sale on line (such as an IRA certificate), this is the ideal spot to describe how a member can open an IRA, even including your IRA specialist's name.
⇒ Include details about special promotions, rate comparisons, and other details that show the value of opening a credit union certificate.

> *For a complete list of field descriptions and instructions, please refer to Online Help by clicking* ℹ️ *while working on this screen.*

LOAN PRODUCTS

There are three basic steps needed to implement the VMS feature for loan products:

1. If you are offering a special online rate, enter a variant on the Online Banking loan product screen.

    ⇒ *See Page 33 for details.*

2. Configure the loan products you wish to make available in online banking with an online banking display sequence number and application defaults. Enter the member instructions/sales information that will appear when the member clicks on the product name.

    ⇒ *Page 35 for details.*

3. If you will be offering payment protection for any of your loan products, configure the sales information that members will see when they click the "Learn More" button in the loan application.

    ⇒ *This is configured via **Tool #465 Loan Insurance/Debt Protection Config**. Use the "Configure Sales Information for PC Banking Loan Application" button on the main configuration screen to enter text explaining payment protection options.*

4. Activate the feature to allow members to view the loan rate board. Remember that this just enables the buttons related to loan products in online banking. Only loans configured for "application" will allow a member to submit an online loan application.

    ⇒ *See Page 38 for details*

5. On a daily basis, use the Work/View Application Status feature (Tool #2) to review and process incoming loan applications.

    ⇒ *See Page 36 for more information.*

Sample Online Banking Loan Pages

The online banking certificate pages are generally accessed from **New Accounts** section on the Mega Menu; however, different wording and access can be configured by the credit union in ItsMe247 Manager/BizLink247 Manager.

First the rate board is shown. When the member selects a loan product, detail on that product is shown.

Here in the detail, the sales and marketing text is shown. Then the member will click *Apply Now* and will be redirected to the loan application screens.
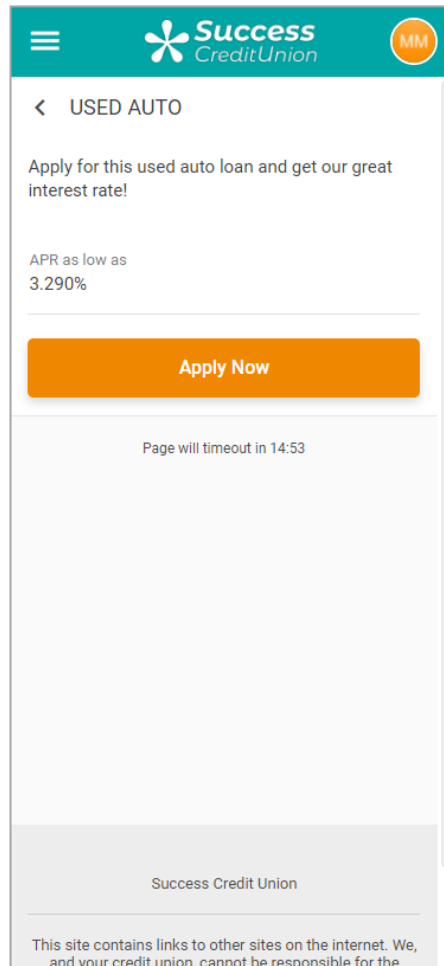
SETTING UP THE LOAN PRODUCT RATE BOARD

Loan Product Configuration (Tool #470)

This is the entry screen used to build loan products for use in selling loans to members, either through the *Rate Inquiry* button on any screen (F7), or through the online banking loan rate board.

Select any product that should appear on your online banking rate board. The following screen will appear:

From this screen, select *General loan information* and use Enter to access the following screen:

General Loan Information

It is not necessary to check the External loan delivery channels box for online banking - all online banking setup features are on the next screen.

Product Configuration

CHANGE

Product #	001	NEW VEHICLE 27 MONTHS	
Loan category	14 🔍 NEW VEHICLES	Low	1.990
Corp ID	01	High	25.000
Use application workflow style	001 🔍 (blank = standard)		
Product code base rate	5.490		
Loan fees to be included in modified APR	0.00		
Default collections officer	XX 🔍	☑ Miscellaneous coverage on loan	☐ Run loan deal filters
☐ Require Dealer/Indirect ID		CLR Path program code ☐ 🔍	

Display In
- ☑ Loan processing
- ☑ Loan quoter
- ☑ External loan delivery channels

Amortization/External Loan Delivery Channel Defaults

Variant	0.000	Rate	0.000	- Or -	☑ Use risk-based pricing		
Frequency code	M 🔍	Purpose	01 🔍	Delinquency code	3 🔍	Variable rate code	000 🔍
# of payments	27	Security code	02 🔍	Collateral type	A 🔍	ECOA code	1 🔍

Loan Quoter Defaults

☑ Quote multiple payments		☐ Payment in final			Loan type ○ Balloon ○ Lease ◉ General	
Variant	0.000 ○+ ○-	Rate	5.490		Rate var + 0.500 - 0.000	
# of payments and frequency	A) 027 M 🔍	B) 039 M 🔍	C) 051 M 🔍			
Amortization term for balloon loans	A) 000	B) 000	C) 000			

Recalculate

Rate History

← → ↑ ❚❚ 🖨 🔗 ⓘ ? @   (3272) 5/01/23

This screen defines the product and how it is used in CU*BASE Loan Processing and Loan Quoter, as well as how it can be used by any external delivery channel such as a web site or third-party resource. Use Enter to proceed to the next screen or to return to the selection screen shown on the previous page. (Other *General loan information* screens include a screen to configure miscellaneous coverage if this option is selected on this screen. Also, if the *Use risk-based pricing* flag is checked, a separate screen will appear to allow you to set up the risk-based pricing matrix.)

> *For a complete list of field descriptions and instructions, please refer to Online Help by clicking ⓘ while working on this screen.*

Insurance/Debt Protection

Session 0 CU*BASE GOLD - Loan Product Configuration Options

Corp ID 01	Product # 001 NEW VEHICLE 27 MONTHS	CHANGE

- ☐ General loan information
- ☐ Loan product defaults
- ☑ Insurance/Debt protection product selection
- ☐ Online banking
- ☐ Member sales information

- ☐ Default loan forms
- ☐ Checklist
- ☐ Procedures
- ☐ Marketing tips

> ℹ️ Risk-based pricing and miscellaneous coverages are available via the General loan information option.

← → ↑ ❚❚ 🖨 🔗 ⓘ ? @   (5970)

From this screen, select *Insurance/Debt protection selection* and use Enter to select whether to offer Insurance or Debt Protection. Then next two screens (not shown) allow you to configure this insurance or debt protection (you cannot offer both).

Online Banking

From this screen, select *Online banking* and use Enter to access the screen shown below.

Sample Loan Product

Use this variant to change the online banking offer rate, to use a lower rate for members who apply online. **NOTE: Risk-based pricing must be used.** (This field is not used for credit card loans; enter zeros in this field those products.)

HINT: If this product has a lower rate, use the Rate board teaser to highlight that special rate.

Enter a display sequence number and fill in this section to make this product appear on your loan rate board.

If this product will be available for online application, be sure to complete all fields in this bottom section.

This screen is used to define how the loan product should appear and behave when shown on the loan rate board in both **It's Me 247** online/mobile banking and **BizLink 247** business online/mobile banking.

A *Display sequence* number should be entered only if you wish this product to appear in your online banking loan rate board. The bottom section is used only if *Available online* is set to "Application" to allow loan applications to be submitted online.

Up to 50 products can appear in the rate board. HINT: Use sequence numbers 5, 10, 15, etc., to allow additional items to be easily inserted between existing items later (6, 11, 12, etc.)

If you wish to remove an existing item from online banking while still keeping it in your product list for other channels, enter 00 in the *Display sequence* field.

Sample Credit Card Product

IMPORTANT: For a credit card product, you will **not** use the variant field to offer a promotional rate. Instead you will use a credit card promotion. See the Credit Card Configuration guide for more details.

Use this to control where this product will appear – in **It's Me 247** standard online banking, or **BizLink 247** business online banking, or both.

(NOTE: Business (single-login) is not currently used by any process.)

Online Banking

Product #   170 Diamond MasterCard Credit Card Application
Loan category   V1 V1-MC DIAMOND   Low   0.000   High   20.000
Corp ID   01   Product code base rate 10.000
N/A ⌄ Variant   0.000
Online banking offered rate   10.000

Rate Board Display

Display sequence   01   (00 = Do not display in online banking)
Product name   Credit Card
Rate board teaser Apply for your MasterCard credit card today
Available online   Application ⌄
Show this product to members via ☑ Standard online banking   ☐ Business (multi-login)   ☐ Business (single-login)

Application Only

Frequency code   M 🔍   Payment protection codes
Security code   40 🔍   Single CL   🔍
Delq fine code   🔍   Joint CL   🔍
Purpose code default 36 🔍   Disability   🔍
Optional purpose codes 🔍 🔍 🔍 🔍 🔍   For single premium payment protection
Term default   040   ☐ Add to balance
Optional terms   000 000 000 000   ☐ Include in balloon amount
Collateral type   🔍

Recalculate Rate   Rate History

← → ↑ ⏸ 🖨 🔗 ⓘ ? @   (3274) 5/01/23

When ready, press Enter to add marketing tips.

> *For a complete list of field descriptions and instructions, please refer to Online Help by clicking* ⓘ *while working on this screen.*

A Note About External Rate Boards

If you have created external rate boards on your credit union's website (outside of online banking itself) that pull from your CU*BASE configuration, special handling will be necessary to accommodate different products based on platform. *(No action is needed unless you want your external rate board to conditionally display products based on the new flag. By default **external rate boards will show all products** configured for online banking display.)*

- If you use CU*Answers Web Services to host your website, contact them for assistance.
- If your website is not hosted by CU*Answers Web Services, and you wish to explore being able to offer a separate rate board for your business products, submit a request for a custom project via the store: https://store.cuanswers.com/product/rateboard-api-key/

RECORDING SALES INFORMATION FOR A SPECIFIC LOAN PRODUCT

Session 0 CU*BASE GOLD - Loan Product Configuration Options

Corp ID 01   Product # 001 NEW VEHICLE 27 MONTHS   CHANGE

☐ General loan information   ☐ Default loan forms
☐ Loan product defaults   ☐ Checklist
☐ Insurance/Debt protection product selection   ☐ Procedures
☐ Online banking   ☐ Marketing tips
☑ Member sales information

i Risk-based pricing and miscellaneous coverages are available via the General loan information option.

[5970]

From this screen, select *Member Sales Information* and use Enter to access a screen (shown on the following page) to record sales information, procedures, tips, and even disclosure information to members about this loan product. In addition to providing a place for a competitive market statement about why the member should choose this loan, you can also use this space for information on how an on-line loan application will be processed (forms, who will contact them, etc.).   Press *Save Changes* to return to the original screen.

Sales Info for a Loan Product

Session 0 - ABC CREDIT UNION
File   Edit   Tools   Help

Member Sales Information   CHANGE

Enter online banking sales information for the following specific product.

Product Type: 001 - NEW VEHICLE 27 MONTHS
To include an optional link, enter a complete URL here
https://abccreditunion.com/rates

☑ Open new window for link

Comments:

Find the term that best meets your repayment schedule!

Repayment terms range from 27 months up to 75 months.

i When you add or remove characters, it might cause fragmented lines of text. Place the cursor at the end of the shortened line and press the Delete key to remove the line break and clean up the paragraphs as needed.

Save Changes

i MESSAGE TIP: If you insert text or copy and paste text that exceeds the space provided, a pop-up window will appear. Select Yes to retain text you have written or pasted, but be careful, this may delete following text. Select No to cancel a paste. WARNING: Never check the "Remember my decision" checkbox on this pop-up window.

Talking Points
Copy Text

i (2633) 5/01/23

> TIP: Check this to leave online banking running and open a separate browser window for the link. Otherwise, the link will open using the same browser window (abandoning the online banking session), and the member will be forced to navigate back and log in again.

> You can add a link to the webpage with your disclosures and also mention it in your sales text.

NOTE: Remember there is only one sales text message per product. So for generic products that work the same for businesses and individuals, you can create a single product for display in both platforms. But if you wish to customize your sales text based on the audience, we recommend building unique products for your business members.

LINKING TO THE ONLINE LOAN APPLICATION FROM A WEBSITE

By setting up a link to the online loan application from a website (yours, a SEGs, or anywhere you wish!), members and non-members can apply for loans even if they do not have access to online banking. Apps will be funneled directly into CU*BASE, just like the ones members fill out from online banking.

> *Remember that if you host with CU*Answers Web Services you can also put all of your rate boards on your website. That way that you only have to change rates in one place to update savings, certificate, and loan rates in online banking, CU*BASE, and your website all at the same time. (See Page 34 for details if you wish to display different products for business members on your external rate boards.)*

WORKING ONLINE BANKING LOAN APPLICATIONS

Loan applications submitted in online banking are the same types of records as loan applications that are created in CU*BASE. This means they are worked using the same procedures and CU*BASE features.

Work/View Loan Application Status (Tool #2)

This screen allows you to work all incoming applications, whether they were created in CU*BASE by a loan officer or came in through the online banking loan rate board.

Applications that come in from online banking will show a Delivery Channel code (the "DC" column) of **HB** and will show the Interviewer ID designated in your delivery channel configuration. If an "Approval" UW code was designated in that configuration, it will appear here as well.

For complete information about working online banking applications, refer to Online Help by clicking ⓘ *while working on the screen.*

For details about the security and tracking features available with Underwriting Codes, refer to the "Configuring Tools for the Loan Team" booklet.

ACTIVATING SELLING ACCOUNTS ONLINE

Online/Mobile/Text Banking VMS Config (Tool #569) > Online/Mobile Web Banking Features

> The "Activate..." flags must be turned on even if all you plan to do is display rate and sales information for these products. Essentially, these flags turn on the buttons needed to access the rate boards.

> Click these buttons to enter the general sales information and instructions for each area.

On this screen:

- Activate one or more of the features that let your members view savings, certificate and loan rates, open new accounts, apply for loans, change account nicknames, update personal information, and request a contact from a CU representative from online banking.
- Configure the Member Instructions, which is general sales information about opening new savings accounts, certificates and applying for loans, which will appear when your member uses the "New Account" links in online banking.

ACTIVATION OF EMAIL NOTIFICATION OF ONLINE LOAN APPLICATIONS

Your lending department can receive email notifications whenever an online loan application appears in the loan queue. This queue is accessed via **Tool #2** *Work/View Loan Application Status*.

The setup of the automated email is done by activating a feature on the underwriting code configuration (shown below). For the Home Banking (HB) underwriting code check *Generate email when this underwriter code is used* and enter an email address in the *Send to email address* field. It is recommended that you use a group distribution list so that you do not need to edit this configuration when employee roles or email addresses change.

- For underwriting codes other than the HB code, these fields are used to activate the sending of emails when the configured underwriting code is used on the Loan Recap screen. The use of these fields in the HB underwriting code, however, causes an email to be sent when an online loan application hits the loan queue.

Underwriting Code Configuration **(Tool #880) - Screen 2, Home Banking (HB) code selected**

Check this flag and enter an email address to receive a notification email whenever this code is entered onto a pending loan application.

TIP: Only one email address can be specified per underwriting code, so use a group email address that you can adjust separately as your team changes.

Check the *Generate email when this underwriter code is used* flag and enter an email address to receive a notification email whenever this code is entered onto a pending loan application.

> For more details on using this screen, refer to CU*BASE GOLD Online Help by clicking the ⓘ button on this screen.