# Building the Factory

## I WANT TO MAKE SAVERS INTO BORROWERS

**Find out how to**

## CONVERT YOUNGER SAVERS INTO BORROWERS!

**Data Bootcamp Edition:**

**Featuring Brian Sprang, Quest FCU**

*Simple DIY Instructions Inside!*

CU*ANSWERS Management Services

# Vol. 1: Converting Younger Savers to Borrowers

This document and the following volumes are intended to give a credit union a complete road map to execute a marketing campaign. This road map will take the user from the very beginning point all the way through to the end of the process and the evaluation of the campaign. This design will contain all the steps necessary to create the campaign, the steps to follow through to the end using the referenced CU*BASE options to mine the data and track the sales success.

## What is the Campaign?

Would you like to know more about the make-up of your credit union in terms of borrowers and savers? Would you like to take some of those members who are younger, or youth savers and convert them into borrowers, at your credit union instead of another financial institution? Through the Net Relationships Dashboard, contact members who are currently classified as "Net Savers" to help grow loan portfolios through targeted marketing efforts. Alternatively, the Net Relationships Dashboard can help identify members who may able to begin saving with the credit union in order to grow deposits. This process will utilize the Net Relationships Dashboard to identify the members where opportunities exist. Filtering options will provide the opportunity to target select groups by branch, gender, age, and more to easily create campaigns.

## How Do I Find the Target Group?

1. Begin by accessing the Management Processing/Active Beta (MNMGMT) menu.
2. On this screen, you will need to go to #21 – Net Relationships Dashboard
3. On this screen you will enter selection criteria.
   a. You can enter a year for which you would like to analyze data
   b. You can enter a branch or use all branch data combined for analysis
   c. Make selections or entries for the following options: Gender, Tier Level, Member Type, Age Range, Member status
      i. For this marketing effort, we'll be using the age group of 18-24 year olds
   d. Choose from available filters, press the Select button to make selections and filter for the following types of data: Member designation, Application type, Dividend application, CD type, Loan category, Business unit, Tiered Service goals, Employee type

4. Please Enter or hit Continue to get your results.



**Net Relationship Summary - As of 07/29/2016**     With Participation Loans

☐ Subtract par values of $5.00 from savings balance

| Relationship | Members | % | Loans | % | Savings | % | Net Balances | % |
|---|---|---|---|---|---|---|---|---|
| 🔍 Total Net Savers | 965 | 80 | 61,402 | 3 | 1,716,770 | 91 | 1,655,368- | 633- |
| 🔍 With savings & loans | 27 | 2 | 61,402 | 3 | 298,124 | 16 | 236,722- | 90- |
| 🔍 With savings only | 938 | 78 | | | 1,418,645 | 75 | 1,418,645- | 542- |
| 🔍 Total Net Borrowers | 243 | 20 | 2,095,262 | 97 | 178,236 | 9 | 1,917,026 | 733 |
| 🔍 With savings and loans | 232 | 19 | 2,066,431 | 96 | 178,236 | 9 | 1,888,195 | 722 |
| 🔍 With loans only | 11 | 1 | 28,831 | 1 | | | 28,831 | 11 |
| 🔍 Total Members | 1,208 | | 2,156,664 | | 1,895,006 | | | |

Total Business with Members (Loans + Savings)   4,051,670     Net Funds (Loans - Savings)   261,658

| View Averages | View Filters | View Accounts | Int Collected & Div Paid | Show Net Zero & Net Neg | Exclude Part Loans |
|---|---|---|---|---|---|
| Where Am I | | | | | |

HA (5690) 7/29/16

(Results of initial selections)

With the data results provided in the Net Relationship Summary, changes in the data presented can be made to view the following:

- Average loans and savings balances or totals
- Members or accounts
- Interest and dividends collected/paid
- Net Zero & Net Negative members (only available when current year data is in use, prior year data does not allow for Net Zero & Net Negative data)
- Include/exclude participation loans

From the Net Relationship Summary screen, click on the 🔍 button to view all members classified as:

- Total Net Savers
  - With savings & loans
  - With savings only
- Total Net Borrowers
  - With savings and loans

   o With loans only

In the Member Balance Detail screen that opens, users will be able to work with all member data presented. Data can be:

- Exported to database file for query use and marketing (our focus)
- Common Bonds – view the common bonds in
    - Account composition
    - Membership traits
    - Credit history trends
    - Tiered service analysis

**EXPORTING DATA TO QUERY FILE**

Once you have filtered out any unwanted records from the Net Relationships Summary results, you can select the Export option to begin building your file for use within CU*BASE Report Builder and for further export as email marketing list, call list, or mailing labels.

Press Export and give your exported query a file name, which will be located in your 'QUERYxx' library. This will later be used in combination with others files to help gather information needed to produce marketing lists.

## Other Considerations

Once you have saved your query, you can begin the process of creating the lists for export to third party marketing tools. You will need to recall the name of the saved query that was generated to your 'QUERYxx' library. In addition, you will need to use the following files to generate mailing list data, email marketing data, and verify that the members have elected to receive communication.

- MASTER – member contact information for mailing lists and calls
- MASTRL – member opt in/out settings for CU-based and third party marketing
- PCMBRCFG – member email information for email-based campaigns

In this screenshot (above) we see that the files necessary for good data collection have been added.

In the screenshot above we see the join conditions.

In the screenshot above we see the initial selection of records to ensure a good list for export to CSV or third party email marketing tool.

In the screenshot above we see the query criteria to ensure that members who have opted out of CU AND third party marketing are not contacted.
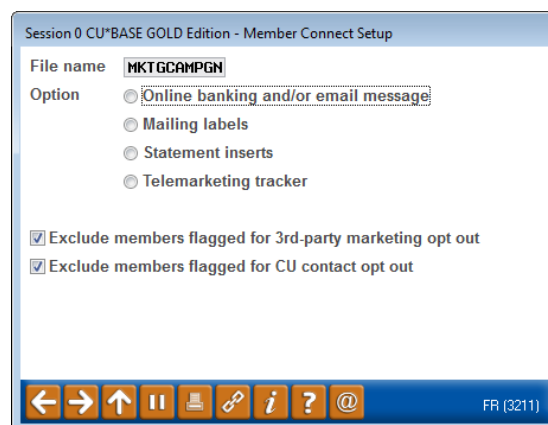
## Generating the List for Member Connect

The list of members to communicate with is created based upon the name that is provided within the *output to database file* field.

> **Note:** Selecting to Export the record for Query will create a database file with the information seen on the screen and all records will be included. Selecting to Export to Member Connect will create a file that includes only Account Base and will eliminate any duplicate records (preventing you from calling the same member twice for a single campaign.

# What Do I Do with the List?

Once you've created your database file, select the **Member Connect** button on the screen. From here, you will have a variety of options depending on the resources available to you, and the method you choose to use to market to these individuals. Start by entering your newly created file in the *File name* field.

## Sending an Electronic Communication

1. Enter the name of the database file created in the previous step. (This must have been stored in your credit union's QUERYxx library.)
2. Click the "Online banking and/or email message" button and press enter to continue.
3. Here you have several creation/selection options:
   - If you have performed this campaign before and have already saved a message for this campaign, select the message and select the *Send* button. Go to Step 8.
     **OR**
   - If this is the first time you are performing this particular campaign, select *Create* (F6).
4. Enter a two-digit *Message type*; this must be a letter and a number or two numbers—two letters are reserved for messages from the Master Message Library.
5. Enter the *Message subject* "**Build Your Credit With Us!**" This text will appear in the subject line when the message is sent as an email message. Enter to continue.
6. Now you are on Member Connect Message Maintenance screen. Here you can enter or edit the text of the message. Enter your text as follows:
   **As a young adult, one of the most important ways in which you can get started on the right path to financial health is to begin building your credit responsibly! With a low-rate, low-limit credit card from XYZ Credit Union, we can help you ensure that you're managing your money with an eye toward your future. In addition to a great fixed rate and awesome options for quick and easy payments to ensure you're staying on top of things, we offer excellent rewards and connectivity with all the mobile payment options to keep you on the go!**

7. Select Save Changes.
8. Now you are ready to send the email or **It's Me 247** online banking message. Select the message and click the Send option.
   - **IMPORTANT:** All email messages will have the Signature Line message (SL message) text automatically appended to them. Editing the Signature Line or (SL message) is similar to editing a message. *SEE ALSO:* [Editing the Signature Line (or SL Message)](#).
   - **TIP**: In your Signature Line, you may want to include text explaining how a member can "opt out" of receiving future marketing email messages. This can be done by having them "opt out" using the two options on the Info Center|Contact Preferences page in **It's Me 247**.
9. Select to send the message via *Priority*. This will send the message to members with email addresses first, and then to members with online banking accounts without email addresses. Set a comment purge date one month out from the current date.
10. Click *Send* (F5).
   - NOTE: Online banking messages will only be sent to members who have already logged into online banking.
11. Press Enter to confirm your sending.

# Creating a Call Campaign

Prior to initiating a call campaign, you will need to ensure that the proper cross sales configurations have been set up.

## Configuring Cross Sales

In order to use the Member Connect tool to create a sales tracker for a telemarketing campaign, you must first complete the following steps:

1. Create a Cross Sales Tracking Need Group for the campaign
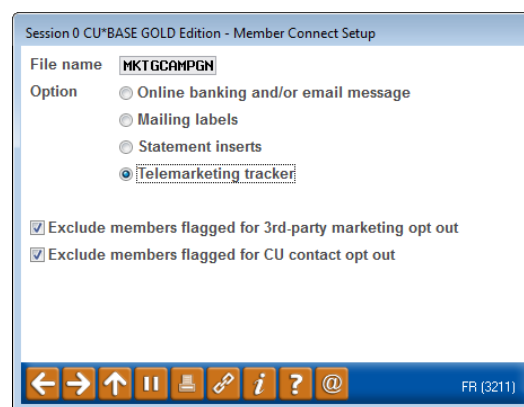2. Set up the tasks associated with the Need Group

These can be configured in **Configure Cross Selling Tools** on the Member Tracker Tools (MNTRAK) menu. Check out the *Cross-Selling Credit Union Services & Next Suggested Product* booklet for more information.

## Using Member Connect to Create a Telemarketing Tracker

Once the cross sales need group and tasks have been set up, you can use Member Connect to create a telemarketing tracker for the purposes of a call campaign.

You can get to the Member Connect tools via the Member Communication (MNPRTC) menu as well as through the Credit Report Data Mining tool.

Enter the file name created, select *Telemarketing tracker* and press Enter to continue.

This will bring you to the "Generate Trackers from Database File" screen. From this screen, you'll be able to set the details for the sales tracker that will be created on the member record.

**Create as tracker type:** ST – Sales Tracker

**Create as memo type:** IN – Initiate

**Tracker key word:** "Sales Tracker"

> **Warning!** If you enter a Tracker Key word that is different from an existing Tracker Type, you will create a new Tracker. This will not, for example, be appended to the member's Sales Tracker. It is recommended that you enter Sales Tracker here.

**Tracker follow-up date:** Enter the date by which the first round of calls should be made.

**Tracker text:** Member credit card opportunity for building credit score/history

> **Tip:** Cross sales tasks can be configured with tips, which could include the call script.

**Assign telemarketer ID:** Enter the ID of the individual who will be making the calls.

> **Tip:** Too many records for one person? Assign the follow-ups to a generic employee ID that multiple people can work off.

**Assign cross sales need group:** Credit Card

**Assign cross sales task #:** Application

Check the boxes for excluding members that are opted out.

Once the information has been entered on this screen, you will go to a final confirmation screen that will also print a report of the members for which a new tracker was created. They are now ready to be worked!

## Working the Cross Sales and Completing the Call

Once the trackers have been created, calls can be initiated either from Work Follow-ups or from the Cross Sales screen for that member. (You can use the report that was generated when creating the trackers to go through the list.)

In "Work With Follow-ups" select a record and click on *Cross Sales*. Here you will see the Cross Sales task that was set-up and that can be worked.

### Cross Sales Tasks

Account base [          ]     ROBERT [          ]
Credit score    617
Filter by need group [  ] 🔍          Filter by task [  ] 🔍

| Need Group | Task | LT | Last Memo Type | # Conv |
|---|---|---|---|---|
| 30  L-Z | 05  Loan Steals | ST | IN Initiate | 1 |

Once the call has been made, record the conversation based on the results of the call.

## Call Script

*Hi! I'm calling from XYZ Credit Union. We are calling today to let you know that as someone beginning their journey to financial independence as a young adult, there is nothing more important than building your credit score/history in a responsible way. XYZ Credit Union offers a VISA Credit Card with a low, fixed-rate and a manageable, low, credit limit to ensure that you are effectively managing your money and helping to set you off on the right path to financial health and well-being. In addition to a great rate and easy ways to make sure your payments are always on time, the XYZ VISA card can help earn you great rewards points and is able to be added to most mobile wallet options like Apple Pay, Google Pay, and Samsung Pay!*

# Sending a Mailing or Selective Statement Insert

To market to the member via a mailing, you have the option of either creating mailing labels or to create a file for selective statement inserts.
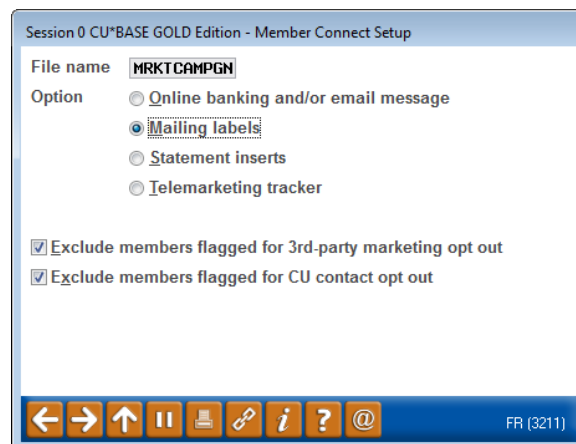
## Creating Mailing Labels

From the Member Connect Setup screen, enter the File name that was created in the Credit Report Data Mining menu option and select *Mailing Labels*. This will take you to the Member List Generator to include further exclusions as desired. Since you have already generated the list you want, you can enter through the List Generator screens to choose your label size and print them.



## Selective Statement Inserts

If you would prefer to add a statement insert, selecting the *Statement inserts* option will take you to a window that will let you designate which selective insert you will be setting up. This step simply copies the database file from your QUERYxx library to your FILExx library, giving the file the appropriate STMT## file name so that it will work with the selective inserts system. Select *Process* (F5) to continue to the statement setup screens.

Refer to the *Selective Marketing through Printed Statements* booklet for more information.

# How Do I Follow Up and See My Results?

In order to track successes, you will need to capture information and store this outside CUBASE in a spreadsheet or other database. Document the steps you take initially to run your Net Relationship Summary. Take a screenshot, log the information in the spreadsheet or database and do this periodically for the same set of filtered information. Run comparisons over time to see whether you are tracking in the right direction. Monthly, quarterly, or following a campaign run would be suggested intervals to achieve meaningful comparisons.

- Did you want to grow loans and create an increase in your "Net Borrowers" bucket?
    - Compare the initial numbers from your "Total Net Borrowers" or "Total Net Borrowers with savings & loans". Using any of the information presented: members, loans, savings, totals or percentages to compare and contrast the changes.
- Did you want to grow savings and create new deposits? Check your "Net Savers" bucket.
    - Compare your initial results from "Total Net Saves" or "Total Net Savers with savings & loans".

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