

Building the Factory

I WANT TO ANTICIPATE LENDING OPPORTUNITIES

Find out when

**MEMBERS ARE
ENTERING A NEW
LIFE CYCLE!**

Data Bootcamp Edition:

Featuring Mary Dlugokinski, Viriva CCU

*Simple DIY
Instructions
Inside!*

Building the Factory

Vol. 6: I Want to Know the Member's Life Cycle

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?

Use the Member's Credit Card Purchasing Habits to Make Assumptions about Life Cycle & Borrowing Needs

CUs with online credit cards can use this document to identify current members that are making purchases at home improvement related stores. Through several marketing channels, contact the member in an effort to keep the credit union top of mind as the member's borrowing needs arise/expand. The power of this campaign is in the opportunity to identify another target group, such as expectant families (look for names like Babies R Us, Motherhood, Maternity Ware, etc.) by grouping other "like" merchants.

How Do I Find the Target Group?

The starting point for this campaign is going to be building a custom query. From the "My Menus" option, you can select CU*BASE Report Builder 1 or you can type MNQUERY in the shortcut box.

- 1) Select option #1 Build a Custom Report or Inquiry.
- 2) From the Option drop down menu, select 1 = Create. Hit Enter.
- 3) On the next screen, click on Choose Files to determine where the data is coming from; you want to include the MASTER, TRANS2 and TRDESC files.

| | | | |
|-----------|---------|---|----------|
| File name | MASTER | (Name of file) | |
| Location | FILEVI | (Location where the file is stored - FILExx or QUERYxx) | |
| Member | *FIRST | (Set of data within the file) | Optional |
| Format | MASTERR | (An arrangements of fields within the record) | Optional |
| File ID | T01 | (Shortcut name - T01, T02, etc. or A, B, etc.) | |

Choose a File

| | | | |
|-----------|---------|---|----------|
| File name | TRANS2 | (Name of file) | |
| Location | FILEVI | (Location where the file is stored - FILExx or QUERYxx) | |
| Member | *FIRST | (Set of data within the file) | Optional |
| Format | TRANS2R | (An arrangements of fields within the record) | Optional |
| File ID | T02 | (Shortcut name - T01, T02, etc. or A, B, etc.) | |



| | | | |
|-----------|----------|---|----------|
| File name | TRDESC | (Name of file) | |
| Location | FILEVI | (Location where the file is stored - FILExx or QUERYxx) | |
| Member | *FIRST | (Set of data within the file) | Optional |
| Format | TRDESCSF | (An arrangements of fields within the record) | Optional |
| File ID | T03 | (Shortcut name - T01, T02, etc. or A, B, etc.) | |

- 4) Next, you need to tell GOLD how you want to join the tables:

Specify Type of Join

Report Builder

File join type 1

☒ **Matched Records**

Choose this option and the system will use only records that match between all of the files used in this report or inquiry.

Example: Say your report included the MASTER, MEMBER2 (share draft), and MEMBER5 (closed-end loan) files. This option would only include records where a member had both share draft AND closed-end loan data.

Specify How to Join Files

Report Builder

Enter criteria that describes which fields these files have in common:

| Field Name | Comparison | Field Name |
|------------|---------------|------------|
| T01.ACCTBS | EQ = Equal To | T02.ACCTBS |
| T02.TRSEQ | EQ = Equal To | T03.TRATSQ |
| T01.ACCTBS | EQ = Equal To | T03.TRATBS |
| | | |
| | | |

- 5) Now you are ready to choose your fields. In this booklet, we are including the member's mailing address and phone#. You can edit these options to fit your CU's preferred contact methods.

| Seq | Field Name | Text | Length | Dec |
|-----|------------|--------------------------|--------|-----|
| 10 | T01.ACCTBS | Account Base | 9 | 0 |
| 20 | T01.FNAME | First Name | 14 | |
| 30 | T01.MIDIN | Middle Initial | 1 | |
| 40 | T01.LNAME | Last Name | 15 | |
| 50 | T01.ADDR1 | Address Line 1 | 25 | |
| 60 | T01.ADDR2 | Address Line 2 | 25 | |
| 70 | T01.CITY | City | 20 | |
| 80 | T01.STATE | State | 2 | |
| 90 | T01.ZIPCD | ZIP Code | 9 | 0 |
| 100 | T01.WRADD | Wrong Address 0=No 1=Yes | 1 | 0 |
| 110 | T01.PHAREA | Phone Area Code | 3 | 0 |
| 120 | T01.PHNUMB | Phone Number | 7 | 0 |



Select and Sequence Fields

Type sequence number (0-9999) for the names of up to 500 fields to appear in the report.

| Seq | Field Name | Text | Length | Dec |
|-----|------------|--|--------|-----|
| 130 | T02.TRTYPE | Tran Type | 2 | 0 |
| 140 | T02.TRAMTP | Tran Amount | 11 | 2 |
| 150 | T02.TRDATE | Activity Date | 10 | L |
| 160 | T02.TRDESC | Transaction Description | 20 | |
| 170 | T03.TRDSC1 | Description 1 | 20 | |
| 180 | T03.TRDSC2 | Description 2 | 30 | |
| 190 | T03.TRDSC3 | Description 3 | 30 | |
| | T01.STATUS | Status A=Active C=Closed | 1 | |
| | T01.MASTYP | Member Type MO=Organizational MI=Individua | 2 | |
| | T01.MSFIL1 | Filler | 5 | |
| | T01.BRANCH | Branch | 2 | 0 |
| | T01.NOMAIL | 0=Print & Mail Stmt 1-9=User Defined | 1 | 0 |

- 6) Next is to choose your records. We are looking for matches to tran type "57" credit card sales.

| Select Records | | | Report Builder |
|--|------------|------------|-----------------------------------|
| Enter criteria to choose which data should appear on the report. | | | |
| Combine (And/Or) | Field Name | Comparison | Criteria (Field, #, 'Text', etc.) |
| | T02.TRTYPE | Equal To | 57 |

Optionally, you can go a step further and identify specific businesses that your members may have shopped at by searching the transaction description field (TRDSC1).

| Select Records | | | Report Builder |
|--|------------|-------------------------|-----------------------------------|
| Enter criteria to choose which data should appear on the report. | | | |
| Combine (And/Or) | Field Name | Comparison | Criteria (Field, #, 'Text', etc.) |
| | T02.TRTYPE | Equal To | 57 |
| AND | T03.TRDSC1 | Contains the Pattern Of | '%HOME DEPOT%' |

Make sure to put the text in capital letters inside '% %'. This will ensure the report finds any record that includes HOME DEPOT in it.

- 7) Format your Columns
- 8) Go to Choose Output and select Database File

CREATING THE FILE IN REPORT BUILDER (QUERY)

1. Start by creating a custom report which gathers all of the desired data from CU*BASE files. Set up selection parameters, field formats, and other options as usual.

*For complete information about using CU*BASE Report Builder to pull information from CU*BASE member and account files, refer to the Report Builder / IBM Query (MNQUERY) chapter in CU*BASE GOLD Online Help.*

2. Use *Choose Output (Print, display, or file)* to display the following screen:

3. In the first field, choose **Database file** (3). Use Enter to proceed to the next screen.

Session 0 CU*BASE GOLD Edition - ABC TESTING CREDIT UNION

File Edit Tools Help

Database File Output

File name The name of a new or existing file to store your report output

Location The storage location for the database file (QUERYxx)

Data set OPTIONAL - A set of data within the file

Data in file

For a new file, specify:

Authority

Text

☐ Print definition

4. In the *File name* field, enter a file name to be used for the file. This name will be used when downloading the data to the PC. Use any name you like, as long as it begins with a letter (max. 10 characters).
5. In the *Location* field, enter: **QUERYxx** (where xx is your credit union's 2-character ID).
6. In the *Data in file* field, Choose **Replace file** (2). (This will ensure that you can run this same report again or another report using this same file name in the future, without conflict).

NOTE TO CU*BASE CLIENT SERVICE REPRESENTATIVES: In order for your files to be usable by credit union staff, you must use *ALL in the *Authority* field. Credit union staff should use the default *LIBCRTAUT setting to allow access to others at the CU as well as client service staff.

7. Use Enter to record the changes.
8. Save and run the report to generate the database file.

*HINT: Before running the report, it is helpful to use **Preview Report** (F5) to see a sample of the records the report will produce, and to make a note of the total number of records that will be selected. Also make sure your PC application can handle that number of records!*

The next step is to take the database file created in CU*BASE Report Builder, and transfer it to a file stored on your PC.

Special Note: Security Requirements

Special authority is required to download files from the CU*BASE system onto your PC. Start by completing the **iShield Security Access Request for CU*BASE Uploads/Downloads** form to request access privileges:

http://www.cuanswers.com/pdf/spec_interest/iShieldRequestForm.pdf

Authorization by your credit union's designated Security Officer is required to grant these permissions. On a monthly basis, your Security Officer will be required to confirm the staff that have been given clearance to download files.

Please refer to File Downloads Booklet for instructions on using the MNFILE #1 File Downloads option

https://www.cuanswers.com/pdf/cb_ref/F-Filetransfers-download.pdf

- 9) Once your file is in Excel, you can sort the listing by the name of the merchant to find purchases made at home improvement related stores (i.e. Lowe's & The Home Depot). We recommend copying & pasting these rows to a new sheet within your Excel file. After contacting the members with possible loan needs related to home improvement/repairs, you can review the list further to identify other "like" purchases that could lead to additional loan sales.
- 10) Now all of your members with home improvement/repair purchases are on the same tab, you can remove duplicate records to prevent a member from being contacted more than intended.

What Do I Do with the List?

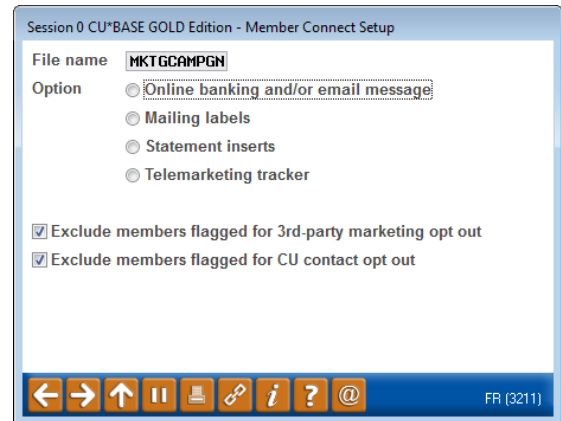
Select the *Member Connect* button on the screen. From here, you will have a variety of options depending on the resources available to you, and the method you choose to use to market to these individuals. Start by entering your newly created file in the *File name* field.

Sending an Electronic Communication

1. Enter a name for the file
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* “**Home Repairs Never Ending? We can help!**” 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 (the message below is an example based upon an offer to the group that has not used their card in 60 days or less):
Do you have a “honey-do” list or that one home repair that has snowballed into major home improvements? ABC Credit Union is here to help! Our MasterCard Platinum Preferred Credit Card has rates as low as x.xx% to pay for your ongoing “honey-do” projects and our Home Equity loans are a great option to finance your renovations. Whatever your need, we are here for you! Contact a loan officer today at 555-555-5555 or visit us online at www.abccu.com. Thank you for being a member of ABC Credit Union!
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

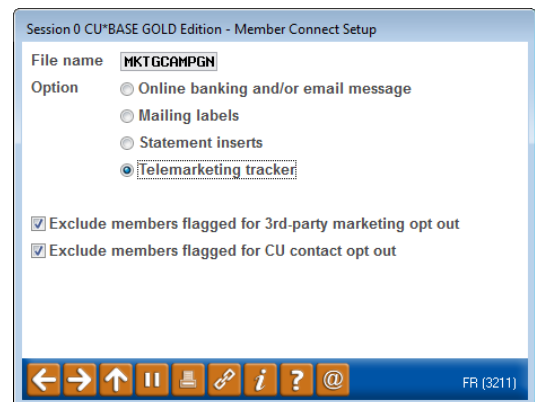
These can be configured in **Configure Cross Selling Tools** on the Member Tracker Tools (MNTRAK) menu. Check out the [Cross-Selling Credit Union Services & Next Suggested Product](#) booklet for more information.

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: “BTF – CC Home”

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 has made recent credit card purchases at home improvement stores.

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.

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.

Notes to Staff

Contact member via phone to see if they are in need of a credit limit increase and tell them about our great rates on Home Equity loans [if running any marketing campaigns related to Home Equity loans, substitute this language as appropriate]. If unable to reach member by phone, send credit card postcard for lower end purchase OR home equity loan postcard to members making high dollar purchases.

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.

Session 0 CU*BASE GOLD Edition - Member Connect Setup

File name: **MRKTCAMPGN**

Option:

- ☐ Online banking and/or email message
- ☒ **Mailing labels**
- ☐ Statement inserts
- ☐ Telemarketing tracker

☒ Exclude members flagged for 3rd-party marketing opt out

☒ Exclude members flagged for CU contact opt out

Navigation icons: back, forward, up, down, print, link, info, help, search. FR (3211)

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?

Review loan portfolio after running this Factory to see if there are increases in Credit Card Balance and/or Home Equity loans. You can use the EFT Portfolio Dashboard information, select BIN Type for Credit, select EFT Trx Analysis to compare credit card usage over an extended time period. For Home Equity loans analysis, Run the “All Accounts Analysis” Dashboard (MNMGMMD #5) for your entire membership. Define the Loan Categories and select the appropriate codes/descriptions for your home equity

| | |
|-------------------|-----|
| Memberships found | 398 |
| Records analyzed | 471 |
| # Active 46.7% | 220 |
| # Closed 53.3% | 251 |

programs. The Top right hand corner data will display membership matches, # of records analyzed and # and %'age for active and closed. The bottom right hand corner will display the dollar amount total of all loans. Run this report before and after the campaign to compare results for Home Equity loan performance.

Total 5,060,313.51

NOTE: we recommend that you run this custom report at month end and review it at the beginning of each month to identify sales opportunities. Add this to the report configuration to run automatically. You will then have a month by month database to analyze for trends in member's purchasing habits.

Discover More!

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