

It's Me 247 Bill Pay

Member Communication Road Map

*Change can be difficult,
it doesn't have to!*



50 days
1st Email
to all Bill Pay
Members

Pre-Launch

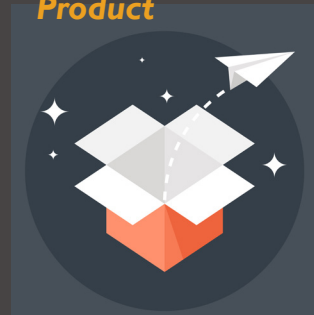


60 days

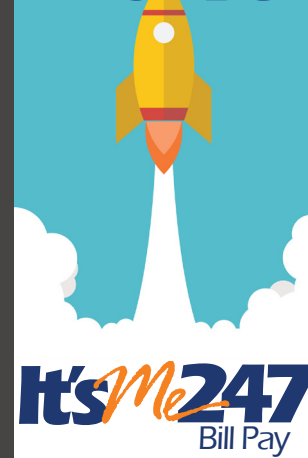
- Pre-launch**
- Website content
 - Brochures/in-branch handouts
 - Social Media Channels

45 days
Call Campaign
Completed

40 days
Next Suggested
Product



LAUNCH



0 days

30 days

- 2nd Email
- Einfo
- Online Banking Update

What's Next?

Continue Bill Pay to your
members
with Member Reach!

- FREE for
Member Reach Clients
- Automated emails for non-bill pay members
 - Einfo quarterly posts.

Xtend
Member Reach