



THE INDUSTRY'S SHOCK ABSORBER

THE SHOCK ABSORBER: DESIGNED TO DAMPEN SHOCK AND DISRUPTIONS BY CONVERTING HARMFUL ENERGY INTO POSITIVE GROWTH

The small tasks at hand are a large part of why credit unions exist, but sometimes those small tasks can be overwhelming, or perhaps you're looking for an expert partner. That's where Xtend comes in – we pride ourselves on filling in where we're needed in order to help credit unions reach their full potential. We work behind the scenes to develop experts who are passionate about their industry and credit union members so we can support positive growth across the network.

We act as both an insulator and a springboard; we shoulder many of the challenges that credit unions face so they can focus on their members, and we act as a push-off point for promoting credit union and CUSO growth. We love to provide service and expertise to our credit unions, and we love to support our credit unions as they say "we got this" and take services back in house.

We boldly boast that we have filled this niche since our inception 17 years ago, but in the days of AI, mobile abilities, and diverse member needs, we need to grow alongside our credit unions and fellow CUSOs. Xtend has the initiative to evolve and ensure our clients know their members better than ever before.

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ONE PERSON'S TEDIOUS TASK IS OUR DAY-TO-DAY PASSION. WE GET THE CREDIT UNION FROM POINT A TO POINT B AND FACILITATE POSITIVE GROWTH ALONG THE WAY.

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XTENSION CONTACT CENTER

MEMBER SERVICES

- Branch XT Inbound: call center support strategies aimed at servicing members calling into their credit union
- Web Chat: inbound, online chat solution utilizing WebEx that assists members chatting in via their credit union website. Agents use pre-defined Rules of Engagement to assist members
- XT Direct loan line support: take loan applications for members. The applications feed directly into your CU*BASE loan avenue

CALL CAMPAIGNS

- Branch ST Outbound: Primarily these outbound call campaigns are related to education, sales and marketing

DISASTER RECOVERY SOLUTIONS

- DRBC Services: ensures our clients are covered in case of an emergency. By utilizing our DRBC services, members can:
 - perform transfers
 - inquire on a balance
 - reset OLB pins, etc.



SRS BOOKKEEPING

SHARED RESOURCES AND STAFFING

- Daily SRS: our flagship product offering that was established in 2004 providing a daily balancing of share draft, ACH and ATM offages as an extension of the credit union
- 5300 Call Reporting: project management service that helps the credit union leverage CU*BASE to perform the quarterly 5300 Call Report upload
- End-of-Month Processing
- Mortgage Services: a partnership for real estate servicing with the CU*Answers Mortgage Services Team; credit unions can pick from an a la carte list of real estate servicing options to lower their servicing cost

DISASTER RECOVERY SOLUTIONS

- When in need of DRBC services, SRS Back-office has the following covered:
 - Share Draft Exceptions
 - ACH Exceptions
 - working with PACHSU



COMMUNICATIONS TEAM

MEMBER MARKETING PROGRAMS

- Member Reach: all encompassing, automated, member communications through multiple channels & compliance security
- New Member Onboarding (NMO): Segmented member marketing throughout first two months of membership
 - + Much more!

CAMPAIGN MANAGEMENT

- RevGen: Member marketing packages for revenue generation, typically 4-6 campaigns per credit union, per year
- Custom Campaigns: one off campaign requests to meet your credit union's needs
 - + Much more!

ADDITIONAL SERVICES

- Creative Lead: creates all internal marketing and internal campaign pieces for Xtend clients. Works with some clients to generate campaigns for their credit unions
- Data Analyst: Manage and analyze your marketing data in order to improve business functions as well as provide analytical products to credit union clients
- Partner Relations: Two-way Texting through Zipwhip, e-Newsletters
 - + much more!

