



Service Specifications

Project Overview

Project	Mobile Text Banking
Cost	\$500.00
Description	Allowing members to quickly access their account information through the convenience of Mobile Text Banking will allow your staff to concentrate on other tasks, rather than answering phone calls by members asking for their available balance. In addition to the ability for members to inquire on their available balance, members can also select to have their eAlerts sent to their mobile devices in the form of a text message giving members timely feedback. Members will appreciate the ability to act quickly and to be more knowledgeable about the status of their account, while they are on the go.

Project Details for Stakeholders

Benefits Summary for Your Board	The Mobile Text Banking program is another delivery channel through which your members can access their information on the go. By allowing members another access point, this can free up credit union staff to perform other tasks such as cross sales efforts. This service is one that can be offered to members with a fee configuration if so desired with a monthly fee, an introductory fee, or a per text fee. Relationship pricing opportunities are also available to waive the configured fees, based on the member's participation with the credit union.
Management Overview	Your membership will have the ability to enroll into Mobile Text Banking without any intervention from your staff. Whether or not a fee is assessed to your members for this





service is completely up to the management team of the credit union. CU*Answers charges \$0.0325 for each outgoing text, and incoming texts are free (charges for these two services will first appear on the November 2013 statement for October Activity). Promoting another access point for balance inquiries, and eAlert communication allows members who may not have smart phones to be in touch with their accounts at any given time. We have seen members with smart phones also enroll into the service, because they can quickly be notified of any activity without having to login to the mobile web version of It's Me 247.

If a member were to be standing at their grocery store, and wants to inquire on their available balance for their weekly groceries, they can simply use Mobile Text Banking to get their available balance. CU*Answers has many available marketing/informational material that can be used by your staff to help promote the available service.

A member must first enroll their device to be made available for Mobile Text Banking through It's Me 247 to ensure that only configured devices can use the service to get balances and eAlerts. Text messages will never contain confidential information about a member or their accounts, and full account numbers are never sent. The initial verification step during the enrolment process, will be utilized to verify that a member configured their device correctly.



Project Schedule

Below is a schedule of tasks that we will complete as part of this Just Turn It On project.

	Deadline	Task Description
Step 1		<p>We will prepare a benefits summary and project outline with timeline for Board approval.</p> <ul style="list-style-type: none"> We will include a synopsis of existing marketing and instructional content presented with an “it’s good for the member” sales mentality
Step 2		<p>We will consult on a marketing/ rollout plan</p> <ul style="list-style-type: none"> Will include project timeline with specific deadline date and milestones.
Step 3		<p>We will guide staff in preparing an internal procedure document with steps to monitor and manage the product going forward</p> <ul style="list-style-type: none"> Will include recommendations and instructions to staff Will include training for CU staff on what to do Will include training for management staff on related dashboards for tracking member penetration
Step 4		<p>We will make adjustments to your chart of accounts if needed (e.g. to support new fees, etc.)</p>
Step 5		<p>We will configure Mobile Text Banking</p> <ul style="list-style-type: none"> Will include introductory text or a URL (based on credit union preference) for members to view during the enrollment process. Will include configuration of Mobile Text Banking Service Fees <p>Will include appropriate relationship pricing/tiered services changes if needed.</p>
Step 6		<p>We will provide suggestions for marketing to members about the service as well as marketing to existing eNotice/eAlert members who may wish to add a text notification to their existing configuration.</p>
Step 7		<p>We will flip the switch and go live!</p>



Project Manager Information

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