"Bump" Rate Certificates

Changing the Rate of a Certificate During its Term

INTRODUCTION

A different certificate marketing strategy is available in the credit union's savings arsenal. Bump Rate Certificate products allow members to change the rate of their certificates (a configured number of times) when it is to their advantage to do so such as when the current rate is better than the existing rate. Members will be intrigued by this option to get better returns, and you have a marketing tool to sell more certificates, even when interest rates are low.

To offer this product credit unions simply configure Certificate Types to allow the rate to be "bumped" a specific number of times. When a certificate is opened the Certificate Type is used to determine the number of times a member can use this feature. It is easy for employees to assist the member to "bump" the rate via CU*BASE or even for the member to make the change themselves via online banking.

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For an updated copy of this booklet, check out the Reference Materials page of our website: http://www.cuanswers.com/resources/doc/cubase-reference/ CU*BASE[®] is a registered trademark of CU*Answers, Inc.

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BEING AN INTERNET RETAILER

Internet retailers utilize all online banking tools at their disposal to maximize the targeted exposure of their products.

This section covers the Bump Rate Certificate tools built right into CU*BASE and **It's Me 247** your credit unions can use to be more effective in selling products online. Use these tools as part of your arsenal to provide special pricing and discounts, and to create meaningful differentials between what is offered via other channels and what is offered via online banking.

What is the member's experience online?

When you sell bump rate certificates on your rate board, your member can view marketing text to learn about the bump rate feature. At any time, the member can see the "Current Available Rate" for the certificate. If the current rate is higher than the rate of the certificate and the member has not exceeded their number of allowed bumps, the member can select (whenever they want) to "jump to" a greater rate.

See Page 12 for examples of what the members sees online.

How does the member see the DIFFERENCE in participating with you online?

The member sees the difference in participating with your credit union online when this results in a higher certificate rate. It is more likely they will know that it is a good time to "bump" their rate because they can look at any time in online banking.

Who can I turn to for more assistance?



Don't have time to set it up? Engage the Earnings Edge team to help you design and execute this initiate.

What is a breakdown of the steps for my credit union?

- Activate the Bump Rate feature in the Certificate Type configuration and select the number of times the member can change their rate. *See page 4 of this booklet for more details.*
- Enter the sales text the member will see online that explains this special feature and any other marketing text you want the member to see. This is done in the Member Sales Text information screen accessed from Rate Maintenance. See the certificate section of the "Selling Products Online" booklet for more details.

http://www.cuanswers.com/pdf/cb_ref/sellingonline.pdf

• Activate this product so that it will show on the rate board for purchases. This is also accessed from the Rate Maintenance area.

CERTIFICATE TYPE CONFIGURATION

An Allow member to bump the current rate XX times during the CD term field on the Certificate Type configuration screen controls how many times a rate can be "bumped" during the term of the certificate. Credit unions may wish to create a new Certificate Type specifically to market this service as a special offering to members. Or credit unions may decide to change the configuration of an existing certificate product so that all newly opened certificates with this Certificate Type have this feature.

"Certificate Products" on the Savings Products (MNCNFA) menu, then Certificate Type



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"BUMPING" THE RATE VIA CU*BASE

Employees can assist a member and use *Bump CD Rate* in Phone Operator to change the certificate rate for the member if:

- The certificate allows the rate to be "bumped"
- The current rate is higher than the original rate of the certificate
- The member has not exceeded the allowed number of "bumps"



If a rate change is allowed, the employee selects the certificate from the list and then *Bump the Rate*.

The following screen informs the employee on the rates, how many times the rate has been "bumped," and how many times it is allowed for it to be changed. If the rate cannot be "bumped," that is indicated in the Note column.

"Bump CD Rate" Selected



"Bump the Rate" Selected



Rate Change Updated

	Session 0 CU*B	ASE GOLD E	Edition - ABC TESTING CR	EDIT UNION					×
	File Edit Tools	Help							
	BUMP C	RAT	E						
	Account base		Mary Member						
	Account	CD Type	Description	Ext. Int. Rate	Current/Bump Rate	Bumps	Allowed	Notes	
	-2002 300	03 6	MONTH CERTIFICATE	. 060	. 060	1			
The rate is now undated									
and the screen indicates									
that one more rate									
change is allowed.									
I									
	■ Bump the rate								т •
	$\leftarrow \rightarrow \land \parallel$	≞ 8	<i>i</i> ? @					FR (3950) (6/04/13

• The change in rate and the number of rate changes is recorded on the screen as well as in the MEMBER3 file. This change is also written to CUFMNT.

POSSIBLE SCENARIOS FOR CERTIFICATES

Rate Can Be "Bumped"

BUMP CI	D RA	TE						
Account base		JOHN MEMBER						
Account	CD Type	Description	Ext. Int. Rate	Current/Bump Rate	Bumps	Allowed		Notes
301	02	3 MONTH CERTIFICATE	. 050	. 050	0	0	Rate cannot	be bumped
				1		I	I	1

This certificate can be "bumped" to a new rate. The current rate is greater than the rate attached to the existing rate of the certificate. The certificate has been "bumped" zero times and two times are allowed.

Rate Change Not Allowed

BUMP C	D RA	TE					
Account base		JOHN MEMBER					
Account	CD Type	Description	Ext. Int. Rate	Current/Bump Rate	Bumps	Allowed	Notes
300	A1	3 Month Alpha Test	1.600	1.600	0	2	
1	1						

The rate of this certificate cannot be changed. The Note indicates that the "Rate cannot be bumped." This message will appear if the Certificate Type does not allow a "bump" or if the maximum number of "bumps" have been taken.

Current Rate Not Greater

	John Member					
CD Type	Description	Ext. Int. Rate	Current/Bump Rate	Bumps	Allowed	Notes
00 A1	3 Month Alpha Test	1.600	1.700	Ō	2	[
	CD Type	CD Type Description 00 A1 3 MONTH ALPHA TEST	CD Type Description Ext. Int. Rate 00 A1 3 MONTH ALPHA TEST 1.600	CD Type Description Ext. Int. Rate Current/Bump Rate 00 A1 3 MONTH ALPHA TEST 1.600 1.700	CD Type Description Ext. Int. Rate Current/Bump Rate Bumps 00 A1 3 MONTH ALPHA TEST 1.600 1.700 0	CD Type Description Ext. Int. Rate Current/Bump Rate Bumps Allowed 06 A1 3 MONTH ALPHA TEST 1.600 1.700 0 2

The rate of this certificate cannot be changed. The current rate is equal to the rate of the certificate. Even though a change is allowed by the Type, the employee cannot "bump" the rate at this time. Attempts to "bump" the rate will result in the following messaging:

1857-Bump Rate must be greater than Existing Rate

TRANSACTION HISTORY

Once the "bump" is performed, the change is recorded in the transaction history of the certificate:

Transaction Description of a Rate Change

Business Date	Activity Date	Activity Time	Amount	IRA Cd	Balance	Description	Transfer Acct	ID	Sup	Print Receipt
6/04/13	6/04	13:33	500.00		500.00	CD ACCOUNT TRANSFER	2002-000	;Y	н	
6/04/13	6/04	14:12	0.00		500.00	RATE BUMPED		;Y	N	

Secondary Transaction Description

Session 0 CU*BASE 0	GOLD Edition - Additi	onal Transaction Inf	ormation		E
Account	-300 MARY MEMBER	1	Transaction s	sequence # 03611	
Description	FRM	.050 TO .060		Activity Date Jun 04, 2013	Activity Time 14:12:48
Business Date	Amount	IRA Cd	Balance	Description	Transfer Acct.
Jun 04, 2013	0.00		500.00	RATE BUMPED	
$\leftarrow \rightarrow \land \parallel$	🗏 8 i ? 🛛				FR (395)

MEMBER ACCOUNT INQUIRY

The Inquiry screen includes information on the number of times a rate has been "bumped." Using *Renewal History* (F13) from this screen will also show the number of times the rate has been "bumped."

Inquiry



OPENING A NEW CERTIFICATE

When a new certificate is opened, the credit union employee will see the number of times the member can "bump" the rate of the certificate. This way the employee can educate the member of this feature.

• NOTE: If the certificate type does not allow the rate to be "bumped," this text will not appear on the screen. (The text is conditional.)

	Session 0 CU*BASE GC File Edit Tools Help	DLD Edition - ABC TESTIN	IG CREDIT UNION			
	Create/Open	New Certific	ate			
This conditional text	Account # CD amount Issue date Jun 04,	- 300 CD 500.00 Ra 2013 Ma	type 03 6 MONTH te can be bumped 02 tim aturity date Dec 04	H CERTIFICATE es per term I, 2013 III [MMDDYY]	MARY MEMBER 123 MAIN STREET ANYCITY MI 49000	ries
appears if the		_	How Should the D	<u>Dividend</u> s be Paid?		
allows the rate to be "bumped."	Dividend disburse code Dividend payment/transa Dividend rate Dividend variable rate	Addbacc ction frequency Month U 0.050 code	k v U v %			
		_	How Should the Certificat	te be Handled at Maturity?	_	
	Renewal code Renewal CD type Renewal incentive	Auto Renew -		Transfer/redemption account	- 000	
	Renew only this amount	0.00 and p	out the rest in	- 000		
	Post	Skip	Proceedures	Pay to		
	← → ↑ □ ≛	& i ? @				FR (1511) 6/04/13

ADAPTING AN EXISTING CERTIFICATE TO A BUMP RATE CERTIFICATE

Some credit unions may want to change a certificate that does not allow a "bump" in rate, to allow it. In these cases, both the Certificate Type attached to the certificate, as well as the individual certificate need to be adjusted. During the term of the current certificate, the employee must use Account Update to update the data on the individual certificate (stored in the MEMBER3 file). The credit union must also updates the Certificate Type attached to this certificate, thereby ensuring a smooth transition at certificate renewal. Once the certificate is renewed it will use the updated Certificate Type configuration, which will automatically allow "bumps" in rate, both through Phone Operator and via **It's Me 247**.

	Hr Session 0 CU*BASE GOLD Edition - Account Information Update File Edit Tools Help		
	Account Information Updat	te	Certificate of Deposit
	Account# 300 MARY M MEMBER 123 MAIN STREET ANYCITY MI 49000	SSN/TIN Last maintenance date Fri Sep 26, 2008 Current balance 10,000.00 Account opened by MSR 23	e-Document Scan e-Document Strategies View e-Document
	Application CD CD type 02 IRA plan G/L account 908.02	Statement indicator 0 CD branch # 03 Renewal CD type 2	Accrued club benefits 0.13 YTD club benefits 20.62 Dividend calc type C
Update allows	# Joint owners 0 # Beneficiaries 1 Original purchase date Hay 16, 2008	CD penalty code CD penalty days Term dividend paid O.00 Lerm dividend W/D O.00	Dividend payment treq H Dividend payment type T Current dividend rate 0.050 Rate after maturity 0.00
maintenance on the number of rate changes, as well as the number of	Current term mature Jan 16, 2014 Dividend paid date 0ct 16, 2013 Dividend transfer date 0ct 16, 2013	Total deposit 0.00 Part renew amount 0.00 Dividend accrued 0.02	Variable rate group Original dividend rate Renewal incentive 0.000
allowed changes. (This is subject to Tier 2 security.)	Dividend accrual date Oct 18, 2013	Dividend paid: Q1 7.35 Q2 7.52 Q3 7.52	Rate bumped 01 of 02 times Set Div Checks Pay To/Address
	Dividend transfer 6000; 000 Allow princ distrib N Renewal code Auto-renew - Tmsfr/rdmot/orinc dist acct Rongengengen	Q4 2.46 Last roll balance 10,000.00 Original purchase amt 10,000.00 Annual B/U withheld 0.00	
	Principal dist amt 0.00 Freeze 0 = All activity allowed + Passbook process ID	Penalty amount 0.00 Secured balance 0.00	
	Joint Owner/Beneficiar ! Checklist Driver Checklist Checklist Driver Chech	v Check Pay to	FR (2451) 12/31/13

Update Functions 1 (MNUPDT) menu – Account Update

• Changes made to the "bump" fields in Account Update are recorded to the File Maintenance Report (CUFMNT).

Account Update can also be used in rate situations where a rate is manually changed for a member via another method and the number of "bumps" needs to be updated.

"BUMPING" THE RATE VIA "IT'S ME 247"

The member can also "bump" the rate of a certificate via online banking if the following conditions are met:

- The certificate allows the rate to be "bumped"
- The current rate is higher than that rate of the certificate
- The member has not exceeded the number the allowed number of "bumps"
- Online banking is not in Stand-in mode.

If all of these conditions are met, the member will view a "BUMP to this rate" link next to the Available New Rate line.

"Bump" Allowed Online



After selecting the link, the member will be presented a new window listing the original and new rates. The member can select to make the change or not at this point. If the member selects, "Yes bump the rate!" the account details screen will note the change in the Bump History line.

Confirmation of "Bump"



The change is noted in the Certificate Information screen.

Final Screen

Live Chat	Certificate Information	Print 🚭
🤽 My Account	300 - 3 MONTH CERTIFI	
	Certificate Details	
Switch Account 🛛 🔻	Value if redeemed now:	\$500.00
>>>> Rewards	Annual Percentage Yield:	0.500%
VIP-PLATINUM Member	Renewal Option:	Will automatically renew upon maturity.
Earned Last Month 500	Maturity Date:	4/10/2013
View	Last Renewal Date:	1/10/2013
Point Details	Actual Balance:	\$500.00
Messages	Available Balance:	\$0.00
Messages	Last Transaction Date:	1/3/2013
	Accrued Dividends:	\$0.00
Members	Dividends Paid YTD:	\$0.00
Latest NEWS	Dividend Payment Method:	Add dividends back into this certificate.
News	Dividend Payment Frequency:	Monthly
SEE WHAT'S UP	Current Rate:	0.500%
Community	Bump History:	Rate has been bumped 1 of 2 times.

Here we see that no more "bumps" in rate are allowed.

By selecting Account Detail from the Information screen (previous image), the member can see the details of the "bump" in the account history. (NOTE: This example uses a different account.)





"BUMPING" THE RATE IN MOBILE WEB BANKING (AND MOBILE APP)

Members can also bump their rate on their phones or other mobile devices in Mobile Web Banking, which is the banking interface used by the FREE CU*Answers Mobile App. (This follows the same configuration settings and permissions that are used for **It's Me 247**.)



REPORTS

The Certificate Product Configuration Report lists the number of times Certificate Type allows the rate to be "bumped." The bottom of the report lists the high and low value for the interest rate.



"Print CD Configuration Report" on the Savings Products (MNCNFA) menu