

# “CEO TICKLER” PROGRAM



*Asking the right questions can change behavior and results...*

## 2008 Program Summary

**A summary of the  
CEO Tickler Program**

**Emails sent to credit union CEOs  
during the period March–December, 2008**

Prepared for the 2008 CU\*Answers CEO Strategies Event  
December 8-12, 2008



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## CEO Tickler Program 2008

Date Sent

In March of this year, we launched a program aimed at educating you, as the credit union CEO in using CU\*BASE to run your business, build your numbers, and know your members. You might remember the inaugural announcement where we talked about change and how asking the right questions is sometimes all it takes to bring about change in behavior and results.

These topics were specifically selected over the past year to challenge you to dig deeper and create positive changes in your credit union.

<b>March</b>	<b>Lending by the Numbers – Statistics Don’t Lie</b>	<b>3/11/08</b>
	Your task for this edition was to review your lending portfolio and make comparisons between two months: January to February	
<b>April</b>	<b>Do You Know the Score?</b>	<b>4/15/08</b>
	This month was focused on getting to know your members. What is your penetration for products and services you offer to existing members?	
<b>August</b>	<b>Trackers as Member Relationship Management</b>	<b>8/26/08</b>
	The challenges of tracking sales and member relationships by your staff were profiled in your tour of CU*BASE Tracker functionality. Trackers continue to expand to include more than Collections and Cross Sales.	
<b>September</b>	<b>CU*BASE Trackers as your Audit Tool</b>	<b>9/09/08</b>
	There is no doubt about it, compliance is a spotlight on your credit union at staggering costs. Audit Tracker along with a new menu devoted to Auditor functions are embedded in CU*BASE. These functions with your policies and procedures comprise an auditor toolkit at no extra charge.	
<b>October</b>	<b>CU*BASE as your Lead Machine</b>	<b>10/02/08</b>
	You have the ultimate source for sales leads. CU*BASE is the data mining tool that matches your products and services to your members.	
<b>November</b>	<b>LenderVP</b>	<b>11/14/08</b>
	This website is dedicated to your focus on lending, collections, mortgage servicing, and member identification. The questions presented should have peaked your interest in turning your credit union into a lending factory.	
<b>December</b>	<b>Our Favorite Reports</b>	<b>12/02/08</b>
	The questions for the month of December introduced several reports, and gave you the opportunity to learn how to run the reports and why they offer a critical component to your credit union’s financial picture.	

## CEO Tickler Program Launch

We have lift off! This newsletter marks the launch of the long-awaited CEO Tickler Program - the next step leading to positive change for your credit union, for your staff and for your members. This inaugural edition kick-starts what CU\*Answers hopes will be the catalyst for improvements in your business knowledge, CU\*BASE expertise, and member relationships.

### Lending by the Numbers - Statistics don't lie

March

One of your primary goals as a credit union leader is to assure your team maintains momentum, even during months when loan numbers are thin. Knowing the day to day spread of your lending portfolio is only part of the story. Being able to report loan balances by period and following trends is one key in communicating to your Board of Directors that you have your eye on the ball.

What coaching activities are you pursuing to drive the numbers? Do you set measurable goals? Do you set a target for number of applications worked? Can you determine the best 'lending' month of the year versus the slowest month of the year? This month's CEO Tickler focus is on your lending results. Are you ready to justify the work against results? CU\*BASE has the answers. Do you know where to look?

How do our results compare to the work we're doing? Let's take a look at a few of those numbers this month.

***Here's Help:*** Try MNLOAN # 8, MNLOAN #13, and MNRPTD #5.

- 1. Where will you find the total number of applications your lending team has taken in February?**
- 2. Compare the number of February applications to the number you took in January.** What do the numbers show? Can you find the exact number using the system?
- 3. Here's another interesting factor. Compare February and January data.** What was the ratio of booked applications to total applications?
- 4. Which one of your Interviewers worked the most applications?** Which interviewer had the greatest percentage of applications declined in February?
- 5. How many Internet applications have you taken in February?** Are your online applications keeping pace with your projections?

### The Right Questions at the Right Time

Asking the right questions can lead to change, create accountability and make sure people know you are interested in what they do. The design of this "CEO Tickler Program" revolves around the tools you already have on your desktop every day. This program will introduce you to best practices and how to use your CU\*BASE application in a capacity which you may be unaware of. In many cases, this program will open opportunities to reacquaint yourself with software features that have been there all along.

How often do we ask that question - and are even able to provide the answer? Do you know the score? In team sports, the coach relies on statistics to determine the direction to take the team, but when it gets right down to making a difference, the coaching is taken directly to the player. As CEO you are the coach. Your task this month is to use statistics available to you from CU\*BASE to find the source of your success. Which members are the high-five contributors to your credit union?

FACT: Credit unions know numbers! We count the number of memberships. We tally up the number of accounts. We know the balances in our general ledger. We measure branch transactions. But are we clear on the actual number of people who participate in our business and take full advantage of products and services we promote? When it comes to "go" or "no go" do we know the individuals at the core of the decision making process?

Memberships and households are vital to credit unions, but for this month, let's unlink them and consider the individual. Our normal analysis would have us ask, if we have 8,500 loan accounts how many families does that represent? For this month ask, how many individuals are in that number? Who are the decision makers we need to reach out to and thereby extend our successes into the future?

If you haven't caught it yet, the theme this month of April is Knowing the People Who Score as Members.

And here's a hint. Answer these questions as of month end March 2008 - scored on April 1, 2008.

*Here's Help:* Try MNMRKT #25 and MNMGMA # 19.

- 1. How many people (members) participate in your Certificate Savings Offerings?** What is their total savings with the credit union? Count all savings products, then break them out by product. How can you coach your members into the right savings products for the right reason at the right time?
- 2. How many of your members are actively participating in your bill pay program? Analyze these stats!** Is the average savings balance for a bill pay member higher or lower than balances of a member who participates in your certificate program. Look back at question #1 above. How about loan balances in comparison to borrowing members? Use the answer from question #4 below.
- 3. What % of your active online banking members are participating in your e-statement offering?** What can you do to boost e-statement enrollment? Have you taught your staff how to coach members into signing up for e-statements?
- 4. How many people (members) participate in your Loan Offerings?** What is their average loan balance?
- 5. How many people (members) participated in your Loan Offerings one year ago?** What factors do you think have contributed to the change?

CU\*BASE Trackers are a Member Relationship Management tool, and you as a CEO, should be using them. While the product began with Collections trackers, three additional Trackers form the full cycle Member Relationship Management tool. Tracker is the ultimate partnership combining automated event tracking with the manual interaction of your staff. This creates an environment of 'cause and effect' where CU\*BASE assures your staff is on task with peak performance in navigating member relationships from sales, to collections, to auditing. Use Trackers to build a strong and enduring system of response to any member inquiry.

Your credit union has successfully completed a new membership drive, adding several new members in the process. Through a series of new membership tasks, CU\*BASE has created opportunities from which you have planned to make contacts and take action. Trackers open a wide door of prospective sales for existing members too.

**Here's Help:** Try MNPRTC #5 to create a file, MNTRAK #16 to generate leads, also use MNTRAK #1, MNTRAK #13, MNTRAK #14, and MNTRAK #15.

- 1. Where can you go to generate sales leads for your staff?** When members come to your credit union in person, this is the time for tellers to offer products and services. As Online banking becomes the branch of choice, your staff must use every opportunity to get to know the needs of each member and offer products and services that fit those needs. CU\*BASE lists the products and services to offer a member, and trackers store previous conversations between the member and credit union employees.
- 2. Where can you provide your staff with words to say when selling a product or service?** Members are almost always pre-approved for a product or service when they visit your lobby or are on the phone. Do your tellers or MSRs know how to sell to these members? You can help them develop confidence in their sales technique and dialog by creating scripts to coach them along. Have you created a script? Do all members of your staff know how to display it?
- 3. Where can you find all the follow-up assignments for your staff?**

While your staff is making contact with members, they are promising to follow-up within a certain number of days. They record the date in CU\*BASE as a reminder. Are they on track with their promises? You can see the list and determine if they are ahead of the game or on time.
- 4. Where will you look for all the calls that resulted in Sold, Approved, Call Back, Not Interested?**

Each member contact is tagged with a memo code that indicates the result of a call and the next action to take. You may notice a long list of members with the memo code of 'Contact Member'. You can go one step further and find out if these members were contacted, and when.

### Wrapping it all up

Trackers cover a lot of ground. As CEO are you getting the highest value from this Member Relationship Management tool? With Trackers these are only a few of the questions you can answer. What else can you learn? Get into CU\*BASE Tracker Systems and find out!

Compliance, BSA, Auditors, OFAC, FINCEN, Reporting, Due Diligence, Regulations, SARs, Requirements, CTRs, Red Flags, Examinations . . . Stop!

If one of these words doesn't push your hot buttons, you're not running with the crowd. Compliance is not a spec on the horizon, it's a spotlight on your credit union. Perpetually on the radar, compliance fuels countless conversations, is chronicled in the news, and is a primary topic of current webinars, blogs, and podcasts. It's one hot topic that is not going away. CU\*BASE is the premier solution for identifying, monitoring, documenting, and storing information about any accounts to satisfy the inquiries of your auditors.

*Here's Help:* Try Account Inquiry Tracker Review, MNTRAK #8 , and the audit focused menu options on MNAUDT.

**1. Where will you find evidence that a membership record processed through the OFAC scan?**

Auditors look for proof. If regulation says your members must pass the OFAC scan, the counterpart is the proof. CU\*BASE flags your members every time you run the OFAC scan. It's sophisticated enough to sort out the 'no match' from the 'suspect match' so you know if further action is required.

**2. Once identified as High Risk, where can you follow those accounts?**

Due Diligence is the act of qualifying members as High Risk based on a specified set of criteria. Create trackers and use follow-up dates to assure these accounts are monitored on a regular basis. You can you accomplish this task from the point of inception. Define an Employee Account Code, then run the insider report monthly.

**3. Employee Audits are simplified through this menu option. Where will you find it?**

You will use more than one source to complete the employee account audit. One option on the CU\*BASE menu, MNAUDT provides easy access to information you can use to review activity within employee accounts, performed by your employees. Through this one option, you can review reports from File Maintenance, Teller Audit Keys, Account Status, and Transaction Activity.

**4. Transactions on the BSA Activity Report automatically create trackers. What are your next steps?**

Each entry printed on the BSA Activity Report will have an associated tracker. As transactions are investigated, details may come from multiple places. To fully document the disposition, use Audit Tracker. Next time your auditors visit, they will see the full cycle of events and conversations; both system generated and those created by your staff.

**5. Dormant accounts are prime territory for suspicious transactions. Where do you start the review process?**

CU\*BASE sets an account to dormant status and automatically creates a tracker. Trackers are also generated when a transaction is processed against the account and when an employee deletes the suspended status. Using trackers, your staff can fully document the activity within dormant accounts. System generated and manually created trackers together form a permanent record attached to the account.

**CU\*BASE and Audit Link are your partners in the process.**

Use CU\*BASE as the compliance tool and Audit Link's working model through which regulations and compliance issues are resolved and documented.

CU\*BASE data is the ultimate source for 'sales leads'. It has all the components your staff needs to build relationships with your members that pay off in active, repeating, incremental sales. Do you want high returns for your efforts? Use CU\*BASE as your data mining tool to match your products and services to the members who need credit union solutions day-in-and-day-out. CU\*BASE is the ultimate lead machine. Member opportunity comes through awareness. Here are just three ways to develop relationships and promote sales through the simple act of watching.

First - Watch member activity to match what they are doing on a daily basis with their next credit union product or service. (i.e. Members who opened new memberships today without getting a debit card.)

Second - Watch how member relationships with the credit union are changing. (i.e. Members who are very active in online banking, or have a platinum status.)

Third - Watch member inquiries and service contacts. (i.e. Members who contact the credit union to ask for answers to questions and discover solutions to their financial needs.)

If you and your staff are paying attention, CU\*BASE can kick out a long list of potential member contacts for your sales team to work! The following questions will get you started.

**Here's Help:** Try MNMGMA #8, MNMRKT #13, MNPRTC #28, MNTRAK #10, MNTRAK #16, MNPRTC #25, MNPRTC #26, MNPRTC #28.

- 1. How many relationship types are you tracking today?**  
Which menu option will quickly identify relationship scores, product and service penetration, and even the gender and average age for your engaged members? What's your relationship score?
- 2. Which menu options include the easy to use Member Connect contact tool?**  
Can you list 5 to 10 key member activities that you should track and follow-up on with a sales contact? How are you using Member Connect at your credit union?
- 3. Which Inquiry Tools are you using?**  
Can you identify 5 key inquiry tools that your members use to 'ask for service'? Which ones are Internet based? Members need your attention. How are you meeting their service needs?
- 4. How can you use sales trackers to complement cross sales?**  
Memo types reveal communication efforts of your staff. What are the 5 dominant memo types used by your team when they track member cross sale opportunities today?
- 5. Where are you recording goals for leads and follow-ups by your sales team?**  
Do you have a goal for leads and follow-ups by your sales team? Can we help you develop them?

Have you been watching the news lately? Do you cringe at the state of the economy? Interestingly, credit unions are in a better position than ever for increasing market penetration. As banks scramble to survive, member owned credit unions are positioned to thrive. Lending is one product line where credit unions can fill a financial need for the member while positively affecting the bottom line.

*Here's Help:* Visit <http://www.lendervp.com>

**1. Which reports are recommended for managing your Loan Department?**

Reports are the evidence of productivity in your lending factory. Where can you find documented favorites?

**2. What is the product or service known as 247/Lender?**

What are the advantages to your credit union? As member accounts process through this model a high level analysis generates a pre-approval for credit products. These products then populate as Cross Sales opportunities in CU\*BASE.

**3. What is MicroLending? Is it a good strategy for your credit union?**

Pay Day Lending through MicroLender is different from anything ever done before by credit unions. Some of its unique highlights: completely web based loan origination system; zero manual underwriting; and can even be used at the teller line.

**4. Where will you find support for Real Estate Lending opportunities?**

Credit Union mortgage lending and servicing is on the rise. Mortgage servicing (FreddieMac, FannieMae, FHLB, Portfolio loans) through CU\*BASE has credible advantages. The loan is visible in CU\*BASE, the credit union owns the servicing rights, earning revenue without risk. From the member's view, loan statements come from their own trusted credit union.

**5. What's the strategic advantage of Retailer Direct?**

Retailer Direct is the electronic delivery of loan applications from any retail location that you choose, directly to your CU\*BASE lending factory. This tool is available to any CU\*Answers client, if you partner with Lender\*VP. We help you implement and configure the product for the best impact on your bottom line.

**6. So where do you go from here?**

You're not alone in your search for lender focused initiatives. Lender\*VP, a CU\*Answers company is your strategic partner for lending success. The Lender\*VP mission is to support your credit union in 'Driving Lending to New Heights'. Lender\*VP has a website dedicated to your success as a lender.

Are You Keeping an Eye on the Right CU\*BASE Reports?

Whether you are new to CU\*BASE or have been a client for years and years, you know that the system has a robust and diverse collection of reports, from daily automated reports that get archived in CU\*SPY to hundreds of on-demand reports available from just about every CU\*BASE menu. It can be almost overwhelming at times, and even the veterans among us don't always remember them all.

1. Which report will give you a list of members with available credit?

It's December and you have money to lend. Even better, you have members already approved for credit who haven't taken advantage of it. It's time to run this report, find out who they are and have your staff contact them. Which report is it?

**Here's Help:** CEO Reports – MNRPTD #7 – Contingent Liability Analysis

2. What is the ASAP of collaborative action?

While ASAP could imply As Soon As Possible, the concept has a more sustaining value than quick reaction to the market. ASAP is grounded in Knowing Your Members and how your credit union can fulfill what they need. The concept doesn't get any simpler than this. When you think ASAP what does it mean to your credit union?

**Here's Help:** ASAP – Ask See Act Profit – Member Connect Tools at work for you!

3. Which report shows the source of your loan applications and productivity of your loan officers?

There are points at which you want to know how well your lending staff is working together as a team. When applications come through, where do they originate? How long are they in the queue? What do the ratios reveal about the loan volumes, approvals, denials, and overall productivity?

**Here's Help:** MNLOAN # 8 – Your prime online analytical reporting tool

4. What is the success rate of your collectors in getting positive responses from members with past due balances?

When looking at performance, this report monitors the activities of individual collectors or your entire team. How many members were contacted and how many follow-ups were set as a result of those contacts? There's a way to gauge the performance of your staff. Where will you find this revealing report?

**Here's Help:** MNCOLL #1 – Work Collections and move right into Tracker Listing

5. What report shows the transaction pattern you suspect is emerging from watching the daily Bank Secrecy Cash Report?

You may suspect structuring activity while reviewing the daily Bank Secrecy Cash Report in CU\*SPY. This is another report that provides the same information but allows selection by account and date range.

**Here's Help:** MNRPTD #25 – Bank Secrecy Report and define record selection

6. When you find your G/L accounts out of balance, which report is a good starting point to begin the reconciliation process?

Reconciling member postings is a daily operation made easier when you can print this report. Use it to compare posted transactions to exceptions or adjustments.

**Here's Help:** MNRPTC #9 – Member Account Adjustments produces detail or summary for a time period you request.

7. Where in CU\*BASE will you find teller activity tracking?

This report highlights your teller transactions during days and times you select on for this report. What staffing levels should you plan for and what goals will you set based on statistics generated from these reports?

**Here's Help:** MNHTLA then select the timeframe best suited for your purpose

8. Where can you verify IRA and HSA transactions and balances?

IRA and HSA plan administration is more complicated than the typical savings account. Reports will keep you on track with monitoring and verifying plan administration. Transaction amounts and dates can be confirmed, all important to verify the accuracy of IRA and HSA accounting.

**Here's Help:** MNRPTF and select the report needed

9. What can you learn from CU\*BASE Daily Reports? Have we got the book for you!

Automated reports produced at Beginning-of-Day and End-of-Day processing are profiled in a booklet produced in August, 2008. This booklet lists reports by category with cross-references to report names. Each report profile includes the CU\*SPY menu, when it's generated, purpose, tips for use and that's not all. There is a sample too. What is this booklet and where can you get your own copy?

**Here's Help:** [www.cuanswers.com/pdf/fav\\_reports/MyFavoriteCUBASEReports.pdf](http://www.cuanswers.com/pdf/fav_reports/MyFavoriteCUBASEReports.pdf)

We've developed these booklets to help you focus on the reports that really matter. They have been selected by experts in key areas including Accounting, Collections, Auditing, Lending, Teller, Member Service, and more to give you the scoop on the reports they recommend most. In total, over 150 CU\*BASE reports are described in this 'Our Favorite Reports' series. Check them out today!



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