

# ◊ E-Statements ◊

Electronic Delivery of Member Account Statements through **It's Me 247** Online

Revised June 10, 2011

*Let Members Get Their Own Statements Anytime, Anywhere, at Lower Cost to You . . .*

## With “It’s Me 247” E-Statements



The introduction of CU\*SPY browser-based statement retrieval has given your staff immediate access to member statements with both HTML and print-quality PDF formats. You can give your members access to their own statements using this same browser-based software, with new E-Statement features in online banking.

### Features

- Configuration options let you set up any combination of these methods, with separate fee options for each:
  1. **Allow e-statement with no mailed copy . . .** *once members are enrolled for e-statements, printed copies will no longer be sent*
  2. **Allow e-statement with additional mailed copy . . .** *let members choose to receive both e-statements AND printed statements simultaneously*
  3. **Allow e-statement with additional mailed copy for a specified period of time . . .** *let members try e-statements for a time while still receiving printed copies as usual, then automatically stop sending the printed copy after the introductory period ends*
- CU-defined fee options (which can be set up separately for each of the options mentioned above) let you choose to debit (withdraw) the fee, or offer a *credit* (deposit) as an incentive. For example, if you are offering e-statements without an accompanying mailed copy, a credit “fee” could be marketed as a sort of rebate for saving on printing and mailing costs.
- New fee waiver options will be added to both Tiered Service Levels and Marketing Clubs, so that you can begin to promote free e-statements as a benefit of credit union participation.
- An E-Statement Enrollment Form, explaining the enrollment process, will be available from **It’s Me 247** online banking. This form includes a place for CU-defined marketing text and instructions, so that you can explain your fee structures and promote the benefits of e-statements to your members.

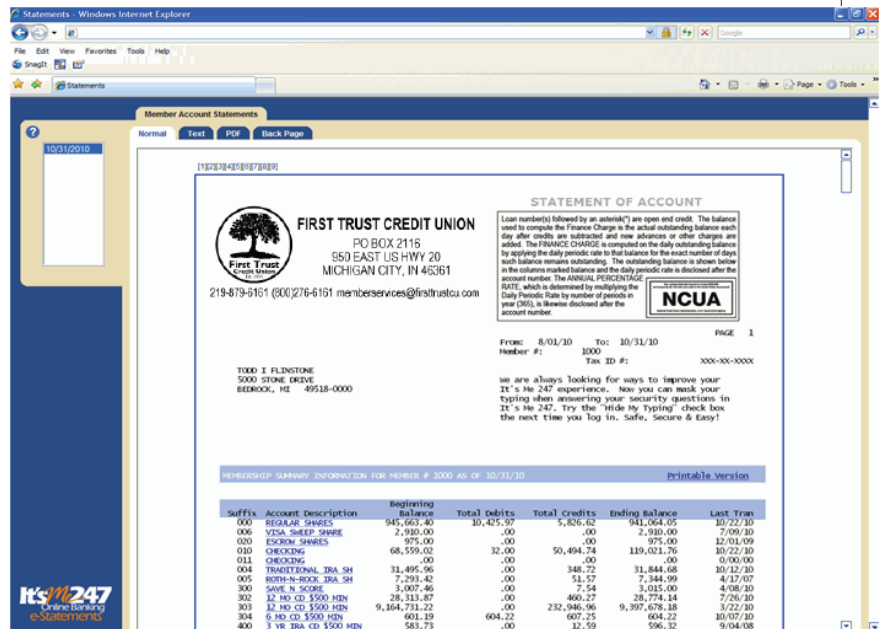
FEATURES

MARKETING  
E-  
STATEMENTS  
THROUGH  
EMAIL

CU\*ANSWERS  
MARKETING  
SERVICES

GETTING  
STARTED

- Enrollment can be done through the form in **It's Me 247**, or by a credit union MSR in CU\*BASE. In both cases, the enrollment form requests a member to provide an email address, and a generic confirmation email is sent immediately after the enrollment is submitted to help verify the email address provided by the member.
- If the member enrolls for eStatements in **It's Me 247**, there is no "approval" process required for enrollment. Once the enrollment form has been submitted, a member can immediately start viewing past statements by clicking the "E-Statements" button in **It's Me 247** online banking. If, however, a credit union employee signs the member up for eStatements using CU\*BASE, the member must accept the **It's Me 247** Indemnification Agreement the next time he or she logs on to online banking prior to being able to view eStatements online.
- Up to 18 months' worth of statements will be available to members.
- An email notification (not the statement itself) will be sent directly to members each month when statements are ready. You can define the subject line, the "from" email address, and the content of those emails—which means they can also be used as a **valuable marketing communication tool** to alert members of new products and services, special promotions, and will become a key member relationship tool.
- Remember, statements are NOT sent via email; they are available only after signing on to It's Me 247.** Because e-statements will only be available after logging in to **It's Me 247** with a valid member number and PIN, members can be assured that their sensitive account information remains both secure and private.



### Marketing E-Statements Through Email

As a natural companion to e-statements, your credit union can also create marketing email messages to be sent to a specific group of members—from any CU\*BASE workstation. Similar to other mass-generate features available in CU\*BASE, this new feature lets you define a target audience of members using Query, create an email message for that audience, then automatically generate and send that email to every member on the list.

A list of previously-sent messages will be available in CU\*BASE, and you can even choose to send the same message again for an ongoing marketing campaign. Whether you are promoting e-statements or just a new certificate account that is now available on line, email messages are a perfect way to reach the members that are ripe for your self service marketing message.

- For complete instructions on creating and sending email marketing messages, refer to the booklet, "Marketing to Members Through Email," available on our web site.

### ***CU\*Answers Marketing Services***

To assist your credit union in promoting the value and benefits of e-statements, CU\*Answers has created sample posters, member letter, statement inserts and other materials that can be quickly customized with your credit union details. Contact Melinda Haehnel at [mhaehnel@cuanswers.com](mailto:mhaehnel@cuanswers.com) for more information.

### ***Getting Started***

- Check out the new collaborative marketing contest CU\*Answers is offering to help you gather member email addresses for a more powerful marketing campaign.
- Promote e-statements via email, regular statement inserts, newsletters, etc., to prepare members and promote the value and security of electronic delivery.
- Once you're ready, e-statements can be activated. Refer to the booklet, "Getting Started with E-Statements: Configuration, Fees, and Member Enrollment" available on our web site.

For more information, contact a CU\*BASE Client Service Representative.



6000 28th Street SE, Suite 100  
Grand Rapids, MI 49546  
616-282-5711 · 800-327-3478  
[www.cuanswers.com](http://www.cuanswers.com)