

Credit Union Starter Bundle

CustomerMinds has been working with Credit Unions in Ireland for more than five years to help digitise and optimise the Member Experience. Our secure, cloud-based platform can support digital journeys through Member Acquisition, Onboarding, Servicing & Retention. Our special understanding of the credit union space has allowed us to create a specific Credit Union Starter Bundle that delivers an 'out-of-the-box' set of digital journeys to get you up and running as quickly as possible.



Credit Union Starter Bundle - What's Included?

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|---|--|---|--|
| <p>✓ Consent Journey</p> <p>Collect and manage consent to support GDPR compliance and reporting.</p> | <p>✓ Welcome Journey</p> <p>Send series of automated emails with onboarding information to all new members.</p> | <p>✓ Newsletter Template</p> <p>Promote products and services via a branded and personalised email newsletter.</p> | <p>✓ Letter Replacement Template</p> <p>Replace traditional letters with digital communications to reduce costs and increase member engagement.</p> |
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(See next page for further details on what's included in the bundle)

Find out why these great Credit Unions trust CustomerMinds

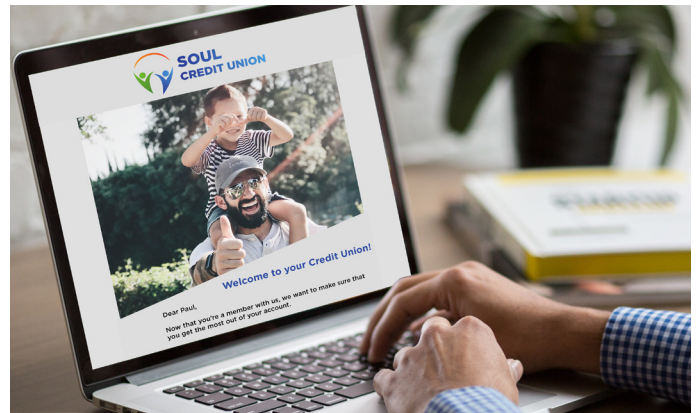


Digital Communications

Building seamless digital journeys will increase member engagement and streamline operations for Credit Union staff.

Which50 gives you a single view of your interactions with each member by integrating operational, marketing, and regulatory communications.

Communications can be designed to target different member groups or 'segments' with the appropriate content and options based on age, interests, preferences, etc.



Outcomes and Benefits

- Significant **budget savings** versus traditional printing and postage costs
- Enhanced **two-way communication** with members using their preferred communication channels
- **Rich data and feedback** from members can be used to craft future communications and targeting

Key Features of Starter Bundle

- Suite of initial **Digital Journeys and Templates** specifically designed for Credit Unions
- Digital content can be changed and **updated easily** by credit union staff to promote new products / services
- Services & Support provided by **Credit Union experts**
- Costs **designed to fit** your budget

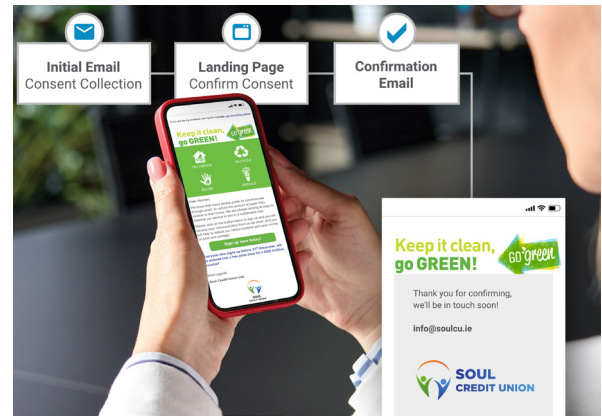




Credit Union Starter Bundle - What's Included

1. Consent Collection

Which50 gives you the tools and reporting capabilities to support all of your GDPR compliance requirements. The 'built-in' Consent Management features allow your members to easily update and edit their consent and communication preferences online. Our Compliance Portal provides staff with a centralised view of all member consent details and has been purpose built to support all of the regulatory and reporting requirements of the GDPR.

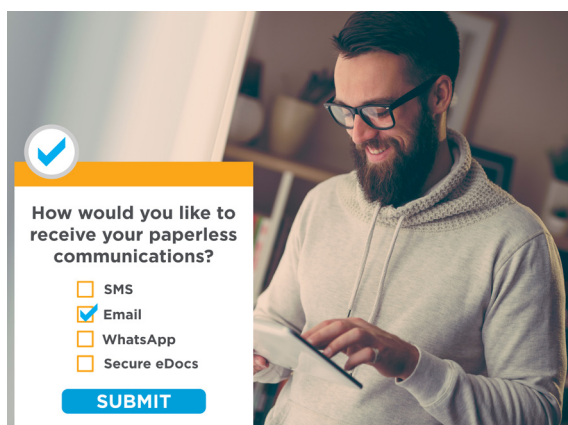


2. Welcome Journey

An automated Welcome Journey can save your Credit Union time, money and hassle on a daily basis. After signing up a new member, Which50 can automatically schedule and activate your Welcome Journeys. This can include emails that will be delivered on a predetermined schedule of your choice, maybe after 7-days, 14-days, or one-month. Automated follow-ups like this can nudge members to certain services you provide, such as your online account management or e-statements if they have not already signed up.

3. Newsletter Template

The newsletter email template will be designed around your Credit Union's existing branding and will be set up to promote a range of products and offers in each edition. Links for each marketing promotion can be included in the email which can be used to bring members back to your website or to specially designed webforms or surveys that have also been created in Which50.



4. Letter Replacement Template

Which50 can replace traditional letters with digital communications, making life easier for members and ensuring your operational costs-per-correspondence are dramatically cut.

Credit Unions can replace legacy communication methods such as letters and phone calls with engaging and trackable digital journeys. The environmental benefits of removing large volumes of paper will contribute towards your ESG objectives. Our engaging and effective digital communications solutions are proven to enhance member experience and reduce churn.



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