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Save Money, Improve Member Service with Integrated E-Notice Capabilities



By Michael P. Voelker

Having seen the benefits of reduced costs and improved member service gained through electronic delivery of monthly and quarterly statements, credit unions are taking a close look at the electronic presentation of notices and other event-driven documents to members.

However, credit unions can't afford to spend valuable time and resources customizing and integrating document presentation systems with their online banking platforms to accommodate e-notices. Instead, they need pre-integrated and proven solutions that enable rapid deployment, leverage single sign-on capabilities, and provide easy configuration to match credit union and member notice preferences.

Xpress Data, Inc. (XDI) understands this need, which is why the company has continued to expand its partner integration program. "Today, XDI provides seamless integration of our eXpressServices electronic docu-



ment presentation and repository platform including eXpressNotice, eXpressTax, and eXpressStatement, with PM Systems' Web-Federal3 Internet Banking solution at no additional charge," says Mike Cooper, the President and founder of XDI.

"Integrating eXpressServices strengthens our overall product offering to clients," says Robert M. Broadwell, EVP at PM Systems. "It's a valuable piece of the whole electronic document presentation process and helps further our overall mission to fully virtualize our delivery channel."

Operating Engineers Federal Credit Union (OEFCU) has seen the benefits of seamless integration first-hand. Having recently

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upgraded its PM Systems' platform to the latest version of WebFederal3, the credit union took the opportunity to deploy eXpressNotices as well. Joanna Boedecker, OEFCU's Vice President of Information Technology, says that going live with e-notices was as simple as "flipping a switch."

"After setting our parameters for notification and delivery of different document types, we simply had the eXpressNotice component turned on," she says. "That wouldn't have been possible without the single sign-on capability between the two systems."

"Setting up eXpressNotice was very simple. It didn't take a programmer to get up and running on our part," says Troy Warman, Vice President, Information Systems at 1st United Services Credit Union (which converted to WebFederal3 in 2007 and added eXpressNotices in 2008). The credit union auto-enrolls every online banking member in eStatements and e-notices, and reports having a very low opt-out rate.

Proven Benefits

With predictable annual increases in postal rates and a challenging economy, e-notices produce important bottom-line benefits by driving members to the online banking channel. "On average, we're saving \$1,500 a month," says Warman. "With downward pressure on revenue, anything we can do to save money is important. We've definitely seen the cost benefit."

E-notices also improve member service. With eXpressServices, members receive email or cell phone text message (SMS) notifications of available documents, while powerful email address hygiene tools help resolve communication problems and ensure correct delivery. Automated eXpressServices features include sending customizable "reminder letters" to mem-

bers when they fail to view an important document or forget to advise their credit union of email address changes. The XDI portal is specifically designed to encourage member acceptance of electronic documents and prevent defections back to more costly paper notices, statements and tax forms.

Additionally, members receive documents faster. They access notices securely behind the WebFederal3 firewall, allowing them to view and manage their documents in a state-of-the-art portal that offers a customizable home banking experience.

"They can get documents the same day instead of waiting for the postal service," Warman says. "On one hand, that lets members respond quickly to problems and avoid fees. On the other hand, most of our member communications are very positive, such as Certificate Maturity notices, so faster delivery allows people more time to figure out what to do with their investments."

"It's good for us and for members to get notices quicker if a payment does slip," says Boedecker. "That's particularly beneficial because delinquencies are so high right now."

In addition, electronic delivery enables credit unions to keep sending notices that otherwise might have been eliminated for cost reasons. "We can also easily include ancillary marketing content and other information, targeted to the specific document type and member," Boedecker says.

Finally, electronic document delivery is an important defense against identity theft and account fraud. The Javelin Strategy & Research Center, which has studied identity theft since 2004, recently released its 2009 statistics that showed low-tech methods for stealing personal information are still the most popular for identity thieves. Stolen physical docu-

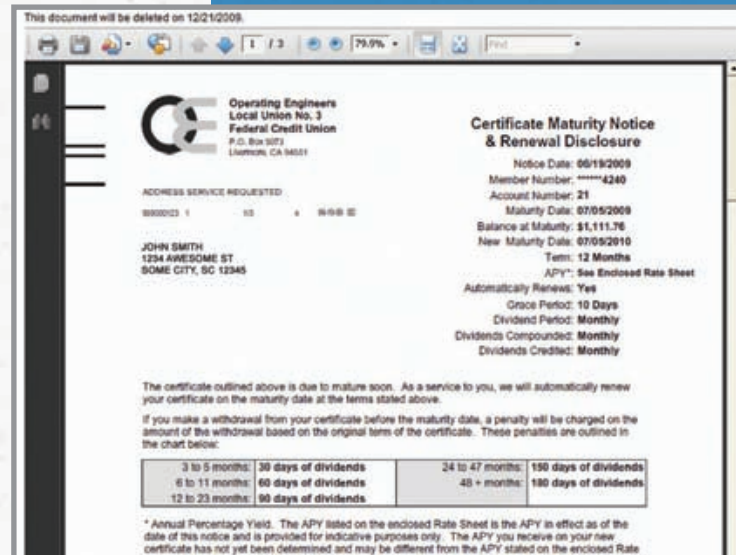
ments accounted for 43 percent of all identity theft, while online methods were implicated in only 11 percent of cases.

"Electronic delivery helps eliminate identity theft related to documents taken through the mail," Broadwell says.

"There are many reasons credit unions want to be fully virtual—not just because of the cost savings, but also because of the convenience and security it provides," he adds. "Our partnership with XDI gives us one more arrow in the quiver of what we can provide for credit unions."

The partnership between PM Systems and XDI is something that service-focused credit unions can truly value. "There is clearly a commitment on the part of both PM Systems and XDI to get this product right the first time," Warman says.

E-notice Capabilities



Integrating E-notice capabilities with your member services is cost efficient for your credit union while helping to eliminate a top identity theft concern for your members.

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