



February 2021 Newsletter

Issue #37

MY CU Services Update

Some liken the new year to a new book – one that starts with a blank page and gives you 365 opportunities to write a new story. That’s what we hope for our credit unions in 2021 – that this year will be the chance to start a whole different story than we experienced in 2020.

And while there’s no way we’ll ever forget the tumultuous volume that was 2020, maybe that’s not such a bad thing. There’s a comfort in knowing credit unions were able to overcome hard times and still navigate their way through. It certainly provides some solace and says a lot about the resiliency of our movement.

To continue that theme of strength in the book of 2021, MY CU Services has some solutions in mind for your credit union, both of which you can learn more about in this newsletter. But just to give you a little taste of what’s below, our core solution and (new!) share draft rewards program are top of the list!

Our core solution is the product of our partnership with CU*Answers, and implementation is getting underway for 40 credit unions already. And with our share draft rewards program, powered by StrategyCorps, your credit union can take advantage of share draft program analysis, plus a mobile rewards app for your members. Will these solutions become part of a new chapter in your book?

Our hope is that this new year, one that has already seen immense change in just a few short weeks, will bring about a more peaceable landscape for credit unions. One thing we do know at MY CU Services is that we are

prepared to help you tackle whatever this year throws at us, and it's our aim to make sure you are too!

Here's to the chance at writing a new story in 2021...may your first chapter be grand!

Product Spotlight: Core Processing

The name says it all...your core processing system is central to everything your credit union does!

In fact, it is THE most essential piece of technology you have at your disposal. It's the critical piece of the puzzle in processing transactions, updating account balances, data integration, etc. So isn't it also critical/essential/all of the above to ensure that your core system not only has ample features and functionality, but also meets the specific needs of your unique institution?

At MY CU Services, we think YES! And we believe our core through our partnership with CU*Answers may just have all those important components that embody a true core solution.

You see, CU*Answers has been honing their CU*BASE system for many years. It offers all the elements (and more) to be a robust solution for any credit union. Here are just a few of the many functions more than 350 credit unions across the country (ranging in asset size from under \$1 million to more than \$1 billion) are already using:

General Functions

- Comprehensive education, online help and reference tools directly to employee workstations
- Integrated virtual shared branching options for disaster recovery and expanding member service
- Laser printing options including user-defined laser forms
- And more

Accounting/Back-Office

- CU*Spy online retrieval of reports and statements with archives
- Online inquiries for easy accrual verification, daily G/L balancing
- Accounts payable tracking
- And more

Lending

- Online credit reports retrieval and storage
- Participation loans tracking
- Complete centralized underwriting system
- And more

Marketing/Management Review

- Online member survey tracking and analysis
- Telemarketing leads follow-up system
- Extensive membership and member participation analysis tools
- And more

Member Services

- Teller cash dispenser/recycler integration
- “New member” alert comments
- Laser-printed member starter checks
- And more

You know what else is great about our core solution? It's all about collaboration. For one, it's brought to you by credit union cooperatives, so you can count on both a powerful core system and unrivaled support from our core team. Secondly, it's available as a completely turn-key, self-processing system, or even as an application service provider. Both delivery methods offer a credit union or a group of credit unions the ability to be shared processors which equals, yes, collaboration!

Join the MY CU Services and CU*Answers core solution for a system that will meet all your business needs and allow you to become part of a collaborative core community!

Contact our sales team at sales@mycuserVICES.com to learn more!

What's Waiting for You on Our Education Page?

At MY CU Services, we have one goal: your credit union's success.

In addition to providing competitive services and giving access to our team of experts, there's another crucial piece of the trifecta to help credit unions reach that success...education.

That's why we have an entire page on our website dedicated to education. Here, you'll find a whole host of resources to help you stay on top of all things payment, technology and credit union-related. In fact, we've got information about upcoming webinars and events, past webinar recordings and system demos.

The recordings and demos are available for you to watch at your convenience. And if you're curious as to what's coming up on our educational schedule, you can find our latest webinar(s) and/or event(s) here too.

So if you've been wondering what's waiting for you on our education page, now you know! Visit the [Education](#) page now to see all the opportunities we have available to help you achieve your own success. Happy learning!

How to Take Your Share Draft Program from Good to Great!

Who doesn't love a good rewards program? Trick question...the answer is EVERYONE loves a rewards program! But what if you can implement a rewards program, while also taking your share draft program from GOOD to GREAT?

MY CU Services is excited to announce the arrival of a NEW share draft rewards program for credit unions! The program is now available through Vizo Financial's partnership with retail checking solutions industry leader, StrategyCorps. The goal is to help deliver actionable analytics and modern rewards solutions to our credit unions, while creating opportunities to increase member satisfaction, improve share draft performance and bring in member-friendly fee income.

Benefits to Your Credit Union

StrategyCorps will perform an in-depth analysis to identify and benchmark your current share draft performance, and segment and rank member account relationships. Through this analysis, we'll provide recommendations for checking account structures with various levels of benefits, help implement an actionable strategy to protect and grow the

most financially productive relationships and fix and grow the ones that are hurting your credit union's earnings based on the analysis.

Benefits to Your Members

Generate more revenue with a customized mobile rewards app, developed with the results of your share drafts analysis in mind. The app gives members access to modern, innovative checking benefits that they want and need in their everyday lives, and that are market-proven to be more engaging. Rewards include: 400,000+ discounts at local and online retailers, cell phone protection, round-the-clock roadside assistance, travel accidental death coverage, personal identity theft protection, identity monitoring and health savings. And in addition to the rewards app, members will also be able to access benefits through your credit union's website.

Webinar Time!

To help you become better acquainted with the program, we'll be hosting an informational webinar on February 10 at 2:00 p.m. ET to walk you through features, functionality and benefits of the program, as well as how the analytics process works. [Register for the webinar here](#), or go to our [Education](#) page at www.mycuservices.com.

Our new share draft rewards program is the perfect opportunity to give your credit union a better way to digitally engage with members, while also generating deeper relationships that will drive future earnings! Now, that sounds great!

To learn more about the program, reach out to our sales team at sales@mycuservices.com.

Stay in touch!



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