



November 2021 Newsletter

Issue #40

MY CU Services Update

Cooler weather is settling in to stay. Thanksgiving is right around the corner, and before you know it the New Year will be upon us. During this holiday season, MY CU Services is recounting all the things we are grateful for this year. And we are starting with YOU!

We love collaborating with credit unions and other credit union service organizations to support the wonderful organizations that make a difference in our communities. And we got to do just that in July when we sponsored Vizo Financial's 2021 Hot Dog Eating Contest! Thankful doesn't even begin to describe the feeling that comes with collectively raising over \$10,000 for CMN Hospitals at Penn State Health Children's Hospital in Hershey, Pa.

In August, MY CU Services, Vizo Financial and other credit union service organizations collaborated to release CUaxis, a credit union core community. We are so grateful to create something that provides a variety of benefits to credit unions. We can't wait to see this credit union core community grow exponentially in the new year!

During International Credit Union Week from October 18, 2021 – October 22, 2021, we brought the "people helping people" philosophy to life in our communities through our partnership with Together We Rise, a non-profit organization dedicated to transforming the way children experience foster care. Throughout the week, staff had the opportunity to decorate sweet cases, which are duffle bags filled with a teddy bear, blanket, hygiene kit, coloring book and crayons that are an

alternative to the trash bags foster care children typically use for their belongings. These sweet cases were then distributed to foster care children throughout our communities. If that's not something to be grateful for, then we don't know what is!

We are looking forward to discovering new ways to serve your credit union and our movement in the new year!

Happy fourth quarter and happy holidays!

Product Spotlight: Electronic Bill Pay

Ready to hear a secret? Some may think all electronic bill payment (EBP) programs are the same, but the truth is, they're not! MY CU Services' EBP program stands out from the rest because of all the features and resources it offers. Not to mention how simple and seamless it is for both you and your members. It's a modern payment solution and a product that will keep your institution top of mind.

And did we mention our consumer program is called OneClick? Our OneClick Consumer Bill Payment solution allows your members to quickly and easily pay bills from multiple accounts, expedite payments and more, and it easily integrates with your credit union's homebanking provider!

All your members have to do is sign on to the system and schedule their payments online. A verification process occurs to verify the funds, payments are sent to the payees and your credit union's designated settlement account is debited. As a plus, this settlement account can be held at the financial institution of your choice.

And we can't forget the special payment features like QuickPay and Gift & Donation Checks. Through the QuickPay EBP feature, your members can pay bills securely, review payment history and check scheduled payments with simple voice commands through any Amazon Alexa-enabled device. All they have to say is, "Hey Alexa, pay my credit card bill," and Alexa will do the rest!

Your members can easily send checks as gifts for special occasions or make donations to their favorite charities through the EBP system. It's a more convenient way to give the gift of money without having to write and mail a check.

And don't forget about all the resources that are available to your credit union to help promote these convenient features to your members. Like our seasonal bill pay campaigns, which provide your credit union customizable marketing materials to engage your members with your digital banking tools. Through our Resource Center, you'll also have access to items like print materials, banners for your website and customizable email communications that your credit union can use to help you get your members to enroll in online bill payment and keep them using your service. We have also created a series of video commercials to help your credit union promote some of the most popular payment features of the bill payment system to your members, and each commercial will be branded with your credit union's logo at the end of the video and can be embedded into your website. If you want to see our OneClick Consumer Bill Payment solution in action, we have interactive demos available that allow you to experience the system as your members would.

All of these resources and more information about our convenient, contemporary and competitive bill payment solution can be found by visiting the [Electronic Bill Pay](#) page on our website or contacting our sales team at sales@mycuservices.com.

Upcoming Education Sessions

Each quarter, MY CU Services will be hosting an educational webinar to provide credit unions with pertinent information about payments, technology or one of our products/services. The session(s) will be part of Vizo Financial's education lineup.

MY CU Services will host the following webinar in the fourth quarter of 2021:

The Future and Impact of Mobile Banking Apps

Dave DeFazio, partner, StrategyCorps

December 2, 2021 at 2:00 p.m. ET

How are the hottest mobile banking apps changing the future of financial advice? The secret to future deposit growth lies in understanding the changing role of banking products in the financial lives of today's consumers and how your credit union can compete and embrace them. Join StrategyCorps partner, Dave

DeFazio, for a live look at the tools fintech disruptors have created to help tech-savvy consumers reimagine their everyday banking tasks while enticing them with new places to save their cash. This webinar will also include a demonstration of the BaZing mobile rewards app available to your credit union through Vizo Financial's partnership with StrategyCorps.

This session will cover:

- Leading fintech apps use your financial institution's data to deliver new types of financial advice to your customers.
- The trickle-down effect of mobile banking is helping the biggest banks widen their lead against community banking institutions.
- Faster access to paychecks is evolving as a critical banking feature in the gig economy.
- Demonstration of the BaZing mobile rewards program.

This session is designed for staff responsible for managing the credit union's mobile and digital presence or anyone wishing to learn more about mobile banking apps and the BaZing mobile rewards program.

There is no fee to attend this educational webinar; however, space is limited and registration is required. This session will also be recorded for playback.

In accordance with the National Registry of CPE Sponsors, CPE credits will be granted based on a 50-minute hour to registered attendees that access the live session independently. CPE credits and certificates of completion cannot be given to group attendees per NASBA webinar attendance tracking requirements.

Join Our Core Credit Union Community!

A sense of community and belongingness are a part of our psychological needs as humans; just ask Abraham Maslow. We seek out others who live in our community, share our values or even endure the same situations as we do (i.e., a worldwide pandemic). It's in our nature as humans, and the same can be said about credit unions. We are tied together through our movement and principles.

We may not have the same type of membership, asset size or even geographic location, but we are connected, which was the thought process behind the CUaxis community.

CUaxis is a way to help you connect with your fellow credit unions more easily, while also supporting and uplifting each other through core collaboration. It's about enriching our connections and making them our central focus through a common core solution.

Moreover, CUaxis connects you with a whole host of resources to keep your credit union on the cutting edge. In this cooperative community, core services, payments, loans and investments, technology and knowledge stand side by side. Professionals with years of experience lend a helping hand, and there's a never-ending outpouring of encouragement and inspiration to keep credit unions moving forward.

Need even more reasons why *your* credit union should join the CUaxis community?

We handle the back-end so you can focus on what matters most: your members. Here, you have all the resources you want in one place. That means you can spend less time searching for the essentials you need for your business, while making your members the number one priority.

Get great prices on services through collective buying. When credit unions work together, a certain power emerges. By harnessing the needs of many, credit unions have access to collective buying power through CUaxis. Education, expertise, services and support culminate in the ultimate credit union experience. As we continue to move forward and tackle new core technologies and trends, there is no better place to be than in the comfort of helping hands. That's what CUaxis is – a place to go where you'll find all these things, so we can learn, grow and prosper together.

And these are just a few of the reasons! There are so many more, including our core processing solution! It's got all the features your institution needs to operate successfully. In an effort to offer a core solution that is state-of-the-art and meets the varied needs of our credit unions, MY CU Services has partnered up with CU*Answers, a credit union cooperative. We're proud to offer this solution as a completely turn-key, self-processing system, but also with the flexibility as an application service provider so that each credit union's needs to achieve their business goals are met. Both delivery methods offer a credit union or a group of

credit unions the ability to be shared processors...collaboration at its finest, which is what we're all about.

The CU*BASE core suite is used by more than 350 credit unions across the country that range in asset size from under \$1 million to more than \$1 billion.

So, come. Be a part of our community of cooperation among core users! If you want to learn more about our community or our core processing solution visit our website at www.cuaxis.org or reach out to us at cuaxis@vfccu.org.

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MY CU Services

The wholly-owned payment and technology CUSO of Vizo Financial.

1201 Fulling Mill Road
Middletown, PA 17057

888-985-7280