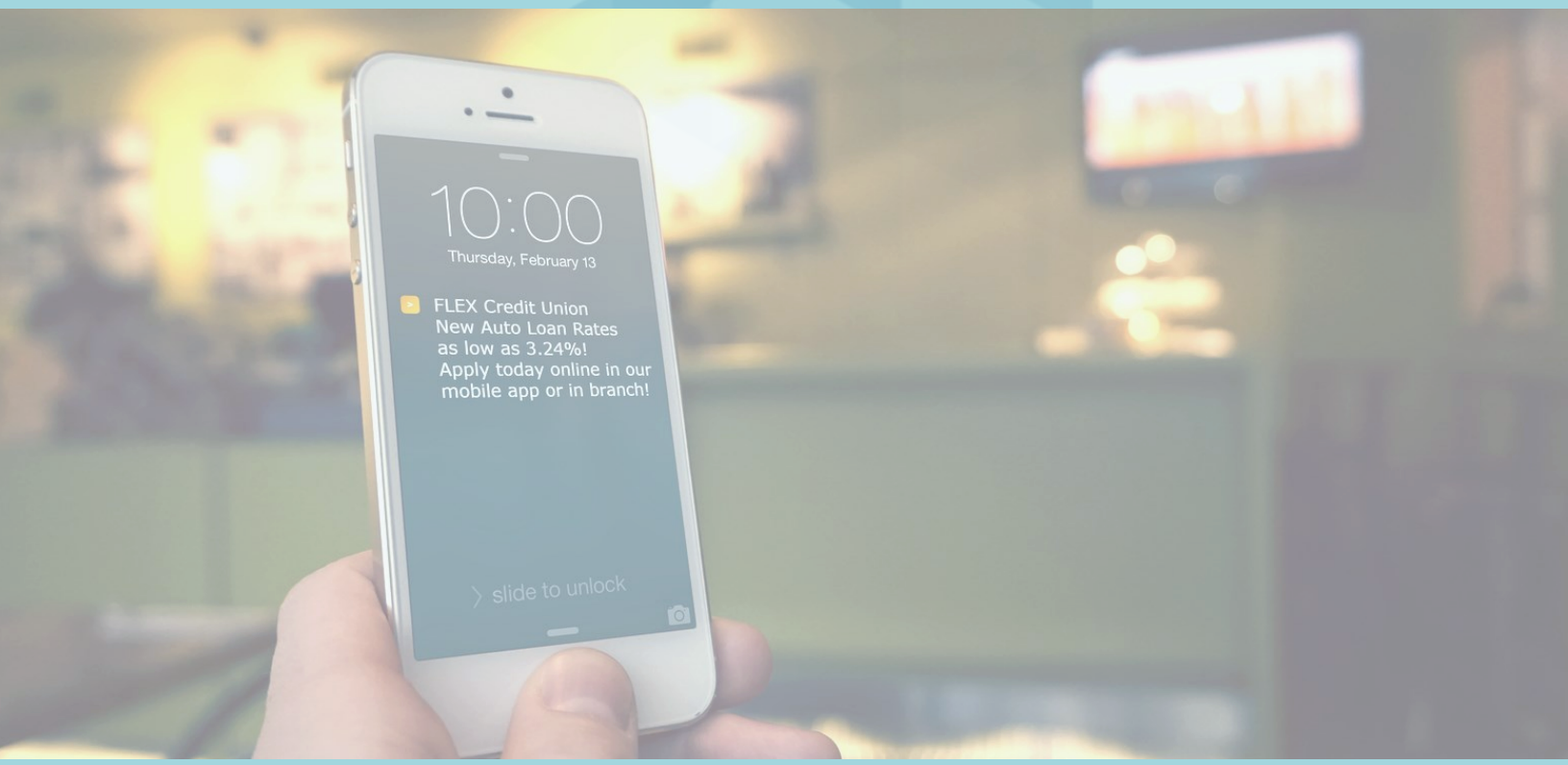
MARKETING SERVICES



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Marketing

Unlike traditional data-mining and reporting tools, the FLEX Marketing system allows cross-product integration and download of member information providing a very simple, yet intelligent way to generate targeted, customized mailings to your members. Anyone on your staff can define the members to include in a particular promotion, using prompts from a few simple and intuitively organized screens, or by simply keying in selected member account numbers. FLEX Marketing programs then relate the data from your most important member information files. No understanding of database concepts required.

- With or without certain account types
- Using demographic data
- Delinquency or charge-off
- By dormancy and open/close date
- By privacy restrictions
- By primary email recipient
- Special groups by account number
- By balance or credit limit
- By rates and security codes
- Using web or audio services

Target members by various specifications:

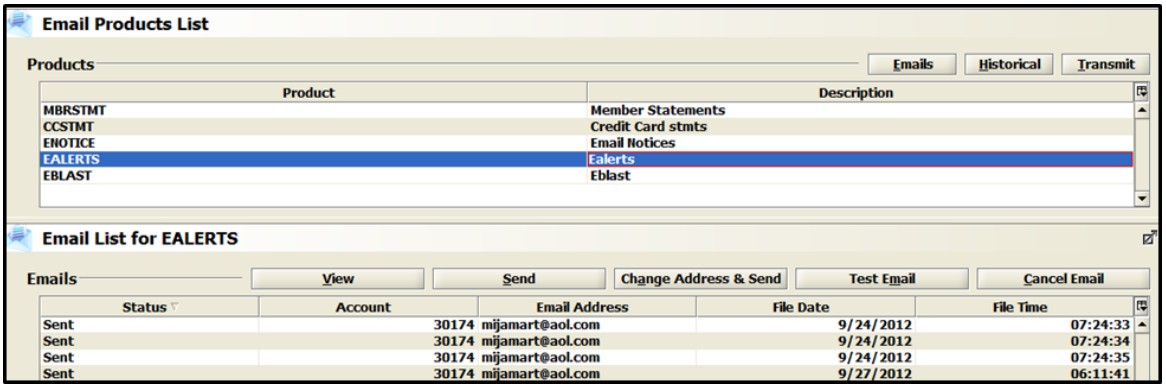
FLEX Marketing is integrated directly into FLEX and designed with predefined links between member, share, loan, card and delinquency data, making it extremely simple to use.

Personalize Mailings

FLEX Marketing integrates beautifully with email programs, Microsoft Word and other merge -capable PC software. Pass member data directly into your marketing campaign to personalize the communication. Merge to email or to a letter of your own design. Best of all, mailings can be run against all member data at any time without additional requirements.

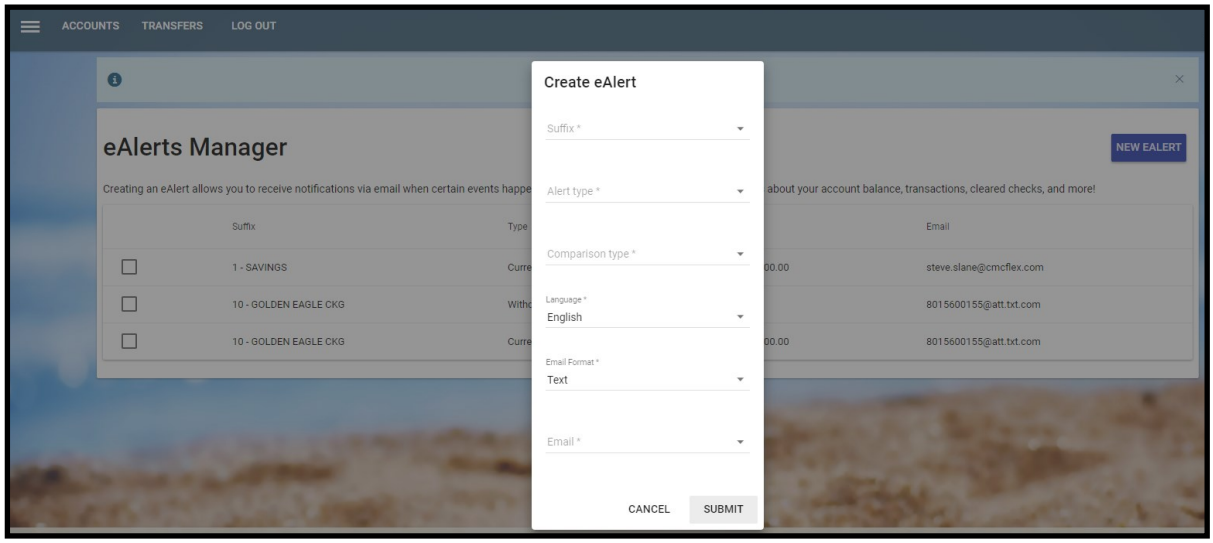
eProducts

FLEX offers a complete eProducts suite which allows credit unions to customize member electronic delivery options. Empower members to configure eAlerts and mobile push notifications for account status alerts. Send members marketing campaigns, newsletters and credit union news using eBlast communications.



eAlerts

Enable members to manage and receive email notifications of a specific account activity, such as when a balance falls below a limit, when a check clears, and more. Allow members to receive email alerts to multiple addresses, including email-to-text bridged addresses support by their mobile phone carrier.



eBlasts

Send email communications to members that highlight credit union products and services. Include marketing campaigns in statement reminder emails or send credit union promotions directly to members. FLEX provides native eBlast capabilities which allow the credit union to define, setup and send emails directly from the core system. FLEX also can connect seamlessly to marketing services such as Constant Contact and MailChimp for member communication and campaigns. Allow your members to choose their method of communication with your credit union, whether in-branch, through the web or in their inbox.

Get Rid of your Holiday Debt

Now is the time to transfer those high rate credit card debts to our low rate VISA Credit Card. Get back on track for the new year. Take advantage of this limited time offer and you will also receive BONUS REWARD POINTS that can be redeemed for travel or merchandise.

For more information, Click Here!

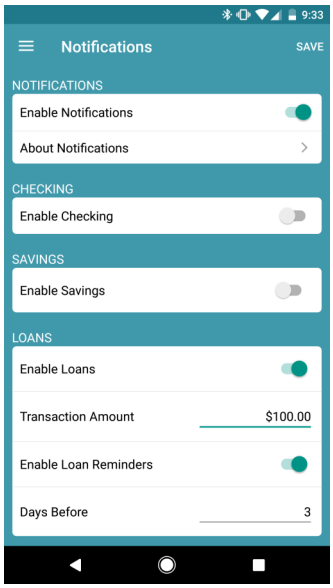
A Decade of Diamonds

Alpine Credit Union invites you to join us on February 17th, for the 60th Annual Business Meeting and Diamond Anniversary celebration. Please come for an elegant evening of fine dining, music and dazzling prizes! Tickets are $6 and available at all branch locations.

For more information, Click Here!

Mobile App Push Notifications

Push notifications allow members to set up account alerts using their mobile device. Members can enable notifications on their checking account/debit card for real-time alerts on purchases, withdrawals, etc. Push notifications provide an easy way to configure loan payment reminders and loan activity. A savings goal can be set by members as well, to encourage healthy financial management behavior. Notifications are delivered directly to the member mobile device, with alerts appearing in the device's 'status tray'. Members will enjoy peace of mind, knowing that all account activity can be viewed in real-time from their constant mobile companion.

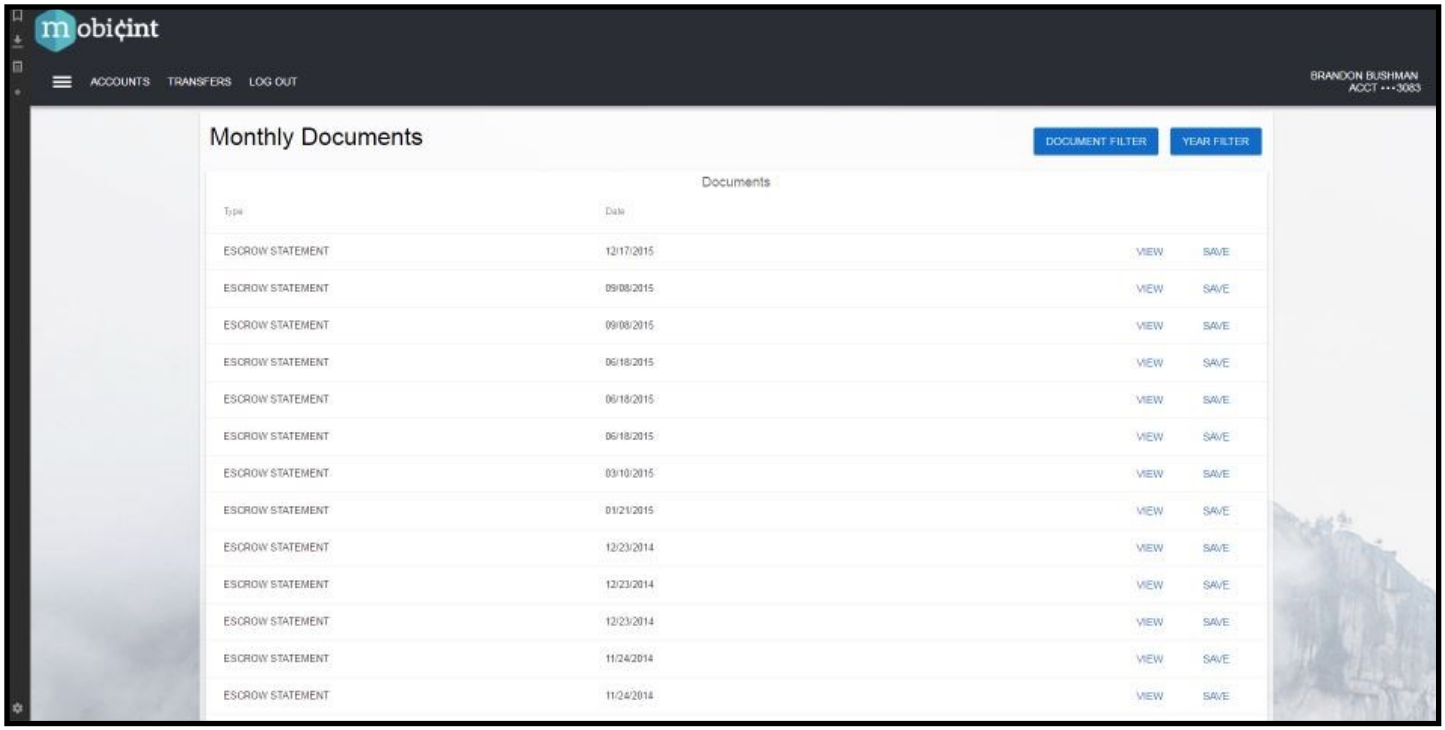


eDocuments & eNotices

FLEX eDocuments enables your credit union to send member statements, notices, statement-ready notifications or any other member document (loan documents, CD disclosures & renewals, new account agreements, etc.) directly to your members. Delinquency notices and collection notices can be sent electronically as well. Automated programs are defined for each document and notice type, allowing credit union staff to focus on their daily work, all documents and notices are captured in the core system for credit union view and audit purposes.

Configuration options allow credit unions to send document notices as reminders to members for view/download from within internet banking. Email statements are logged and sent directly from the credit union's main server, and integrated features allow credit union staff to easily view, send/encrypt and manage member document as well.

Members have the ability to designate multiple email addresses or phone numbers for receipt of statements and/or notices, and can maintain email addresses and statement delivery preferences directly through their internet banking account.



Relationship Pricing

A typical account won't drive new members to your credit union. They want a customized experience with personalized perks and rewards. When a new member walks into the credit union to open an account, MSRs should be able to identify services that are not only essential to your credit union's success but also bring convenience to the member.

FLEX provides built-in reward checking as part of the relationship pricing framework. This allows credit unions to provide high-yield checking accounts to members and other quality benefits such as free nationwide ATMs, based on adoption of specific credit union products. Everyone has a style and members should be able to control theirs.

Cross Selling

While credit unions typically plaster their websites with the services they offer, don't falsely assume that members are aware of all the ways your credit union can improve their lives. In a world of multitasking and mostly-divided attention, the best time to inform members of products and services is when they are face-to-face with an MSR.

FLEX provides push-marketing capabilities at the MSR counter. These are automated prompts to the MSR promoting credit union offerings which are displayed according to the qualification and needs of each member. Cross selling platforms should monitor selling attempts as well as selling results. FLEX allows the credit union to associate new account openings with a particular employee or advertising campaign.

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FLEX is cohesively designed, developed and supported from our corporate offices in Sandy, Utah. FLEX relentlessly pursues a standard of excellence for efficiency, automation, client support and VALUE through the deployment of operational simplicity over the management of information. Collectively, these attributes have made FLEX the credit union industry's largest single sourced core provider.

If your credit union is entertaining a core system change, we are most confident that you will find FLEX to be uniquely innovative and . . .

Simply Better.