



MARKETING SERVICES

Unlike traditional data-mining and reporting tools, the FLEX Marketing system allows crossproduct integration and download of member information providing a very simple, yet intelligent way to generate targeted, customized mailings to your members.

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.

✓ Personalized Communication & Engagement

FLEX emphasizes personalized communication across multiple channels. It seamlessly integrates with email programs, Microsoft Word, and other platforms to "personalize the communication" and "pass member data directly into your marketing campaign." This personalized approach fosters stronger member relationships.

✓ Digital-First Approach

FLEX embraces a digital-first strategy with a suite of eProducts and services. Features like eAlerts, eBlasts, eDocuments & eNotices, and Mobile App Push Notifications enable real-time communication and empower members to manage their finances digitally.

✓ Enhanced Member Experience

FLEX promotes a member-centric approach by offering "customized experience with personalized perks and rewards" through features like Relationship Pricing and Cross Selling. It encourages credit unions to proactively inform members about services that can "improve their lives."

About us

FLEX has disrupted the credit union core system marketplace by enabling efficient solutions for digital transformation and sustainable growth. FLEX will allow credit unions to launch a full-service digital banking suite with innovative member-facing technologies and automated services. Credit unions will buy back lost time by remapping the digital journey and increasing member loyalty.

Grow with FLEX

- ✓ FLEX customers have experienced 10x growth or more following conversion.
- ✓ FLEX is scalable and will grow at your credit union's pace.
- ✓ FLEX credit unions are among the industry leaders in efficiency ratio.

FLEX Marketing Highlights



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Features & Facts

- FLEX Marketing: Allows user-friendly creation of targeted mailing lists based on various criteria such as account types, demographics, balances, and more.
- eAlerts: Enables members to receive email and mobile notifications for specific account activities, empowering them to stay informed and manage their finances proactively.
- eProducts Suite: Offers a comprehensive suite of electronic delivery options, including marketing campaigns, newsletters, and account status alerts, delivered through email, mobile push notifications, or within internet banking.
- eDocuments & eNotices: Automates the delivery of statements, notices, and other member documents electronically, increasing efficiency and providing convenient access for members.
- Relationship Pricing: Allows credit unions to offer personalized rewards and benefits based on member engagement and product adoption, incentivizing deeper relationships.
- Cross-Selling: Provides tools to identify and promote relevant products and services to members based on their individual needs and qualifications, leading to increased member value and credit union success.

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FLEX Marketing Services offers a comprehensive platform for credit unions to engage members effectively. Its data-driven approach, personalized communication tools, and focus on digital channels empower credit unions to build stronger relationships and deliver an enhanced member experience.

