

## INTEGRATING E-SOLUTIONS TO ENHANCE PROFITABILITY AND MEMBER EXPERIENCE

Today's credit union members expect their online experience to be the same as if they walked into a branch. When members make inquiries or perform transactions, they expect the same results they would get at the teller line, the member service desk or through telephone banking or the call center. In order for credit unions to provide this level of member service, they need to ensure their online e-solutions are, or can be, integrated with their core system to provide the entire credit union with one view of the member. This 'one view' approach cannot discriminate between channel or employee.

E-solutions need to provide the basic functionality for third-party credit cards, and mortgages, including accounts held, as well as other products and services such as online lending, online member applications, e-statements and check ordering. These integrated e-solutions can lead to increased online usage, increased loan portfolios and possibly increased membership.

Providing the right e-solutions and marketing them properly is key to the overall success of an e-service strategy. This is where integrated business intelligence tools and integrated member relationship management tools become critical in the marketing process. The ability to determine a member's next likely contact channel, next likely product or service they may be interested in, and having the knowledge and tools to market one-to-one can provide much better results than large scale campaigns. This targeted approach, however, relies heavily on the ability to pull and provide information to the core.

The ULTRADATA System's total solution approach ensures that all its components and best-of-suite solutions are integrated with the core engine, including e-solutions. In addition, by utilizing industry standard Web Services, the ULTRADATA System enables the easy exchange of data with virtually any application of choice. By gaining access to the core database through the use of data objects, distribution of that data in real time is made possible with all necessary business rules to ensure that the credit union's data stays secure and in compliance. Exchanging data from the member, employee and application perspectives utilizing these industry standard formats and communication methods provides a simplified approach to data exchange and enables credit unions to leverage existing or future technology choices. This approach also fulfills the 'one view' requirement to any successful marketing.

Utilizing these techniques can help increase member penetration rates, member growth, member satisfaction and member profitability ratios.

Credit unions should take care to choose the right partner capable of offering the scope of product and services necessary for both credit union and member to reap all the benefits.



**Scott Bleak** is Product Manager of Electronic Services at Harland Financial Solutions. Since 1981, the ULTRADATA System has been providing CUs nationwide with innovative solutions in real-time data processing. As a division of Harland Financial Solutions, the ULTRADATA System provides in-house and service bureau technology solutions to more than 435 credit unions. These solutions integrate UNIX or Windows 2000 core processing with powerful applications for lending, front and back office operations, electronic banking, business intelligence and marketing to deliver the most up-to-date information for superb member service and growth. We lead the financial industry in providing core processing, consumer, commercial and mortgage lending and origination systems, branch automation, member relationship and campaign management, and data warehouse solutions to more than 6,000 FIs.