



COVID-19: Implications for Credit Unions

Important Considerations For Safeguarding Your Members and Employees

Credit Unions all across the country are taking steps to ensure that employees and members remain safe while still conducting the critical and essential need of servicing your members. This brief will cover some of the ways in which credit unions can expand and add on to their current plans to deal with the pandemic outbreak.

Long Term Strategic Crisis Planning – While most Credit Unions have crisis-management plans in place to deal with the short term needs of relocating staff and keeping the lights on, leadership teams must also take a look at their long term strategic plans and start to adapt these as well. The prioritization of projects should be reviewed to ensure the credit union is utilizing resources appropriately for the times while still continuing to move the business forward. CUTEK offers consulting services to review strategic priorities and revise business plans to assist in setting forward a plan to accomplish projects that will benefit members while maintaining lean practices and minimal utilization of resources. CUTEK can help you evaluate the opportunity costs of cancelling or adding projects today and what that might mean for the future.

Pandemic Data Analysis – Do you know how many of your members have recently lost their job? How many members utilize pay day lending? Your core transactional data contains these answers as well as many more indications of financial peril. CUTEK's consulting services allow you to leverage the data analysis skills of tenured developers and data scientists to determine when a member might be in need of assistance. By analyzing the data, your credit union can prepare custom communications to reach out and assist members before they reach out to you.

Remote Training Opportunities – If you were planning on heading out to a conference this year to pick up new skills, those plans may have been put on hold. CUTEK is able to offer the same great training programs remotely from the comfort of your employee's home or workspace. PowerOn, SymForm PDF, PowerDocs, ARCU, SDLC, Requirements Gathering, and Project Management courses are all available, just to name a few.

Small Dollar Crisis Lending Options – Do your members have access to quick cash? Are you providing them a viable alternative to the predatory pay day lenders and title loans in town? CUTEK consultants are experienced in custom loan products that can be created to suit most all business and member needs.



Action Items

- Evaluate your long term plans
- Reach out to members in need before they contact you for help
- Design/Re-Design products and services to assist members in their time of need
- Train your employees
- Improve Remote Working Conditions
- Automate Loan Modification and Skip Programs
- Digital Channel Performance Measuring
- Small Dollar Loan Options
- Prepare your Collections Department

- CUTEK utilizes remote conferencing software and can support most any Credit Unions project needs while maintaining social distancing.
- For more information on any of the products or consulting services mentioned – please contact sales@cutek.com for more information.

Managing a Remote Workforce – Many of the recent changes have left managers and their teams working remotely for the first time. There are steps both managers and employees can take to ease this transition. CUTEK’s experienced management team is available to assist Credit Unions with suggestions and methods for making the most of the situation while maintaining great member service and support for your teams.

Products and Services for Member Relief – The loan and deposit products you’ve offered for years may not be the right fit for members during this pandemic. CUTEK offers consulting services to assist you in evaluating with subject matter expertise to provide custom development options and operational efficiency studies. From late fee charges, to interest only due date advances, CUTEK can assist with getting your Credit Union the answers today that will make all the difference for your members tomorrow.

Digital Banking Performance Measure – When branches are closed, your members are relying heavily on your self-service platforms to transact and perform critical changes to their account. Is your digital banking platform providing everything it should? CUTEK consultants have worked through dozens of digital banking implementations and can assist with most any platform to ensure you are maximizing your investment and providing the best quality service to your members when they have limited options for interaction.

Loan Workout Modifications – Depending on the loan type, the ability to push out a member due date can be the difference between a collections item and a saved relationship that gives someone the extra time they need to get their finances in order. All members have unique situations, and finding the right solution that is best for each member is key. Loan modifications can be automated through batch programs (all loans, only delinquent loans, specific loan types) all customized to the Credit Union’s specific disaster relief program and business rules. CUTEK’s Member Aid program offers all of these options and customizations and can be installed within a week.

Forbearance is Not Forgiveness – For some members, skipping a payment or three might not be enough. CUTEK offers an Advanced Collections Solution that assists in reducing delinquency, increasing collection efforts, and streamlining the collections process.