

CUTEK WAVELENGTHS

Member-Centric View | TouchPoint | Mahalo | Collections | Merger Assists

President's Letter

The world in which we live is changing and we are faced with unprecedented challenges, including, but not limited to, the pandemic. In this context, our leadership team has been faced with a growing number of opportunities and complex decisions. We continue to find success in providing unparalleled service and quality to our clients for all of their unique needs. Looking back over the past few months, we have already accomplished a lot in 2020 despite our newfound virtual reality.

With federal, state and local governments still developing or modifying plans to 'reopen' our nation, it's clear that many of our clients and your members are going to need help for some time to come. As a credit union industry service leader, we're built to support you in that journey. For over 16 years, we've been there for our clients and their members through economic recessions, natural disasters and local tragedies. The COVID-19 health pandemic is certainly an unprecedented test of the fortitude of our communities, but there's no doubt in

5 Steps to Develop a Member-Centric View at Your Credit Union

Effective modeling has become essential. When communicating and transacting with your members, it's important to have an all-in-one view of the relationship.

1) Think Like Your Member

Become intimately familiar with how each transaction workflow takes place from start to finish in the member experience. In order to develop and design the best business models, credit union leaders must experience the member journey themselves. This gives important insights into bottlenecks and pain points. More importantly it allows leaders to envision for themselves what could be made even better "if...".

2) Study the process

Understanding where all the data points travel and intersect is essential in the process. Creating a strategic change requires knowing where all of the pieces fit. This involves stakeholders from all over the credit union and not just IT. By documenting the "as-is" of today, you can start planning for how to create the future state.

3) Decide on the rules

Business rules determine how the business will function. Documenting these rules and gaining consensus builds the foundation on which a true member-centric view can be started. The most time consuming of the 5 steps, this one is also the most important. CUTEK specializes in facilitating these important conversations and bringing all stakeholders to an agreement. Once the business rules have been defined the focus can return to how best serve the membership.

4) Clean Up

With the rules on hand - the critical steps in this phase include updating and validating that all business processes follow the established rules. Some are solved through customized validation or coding, others are changes to 3rd party interfaces. At the end of this step your data should look uniform, clean, and ready for a complete view by your staff and members alike.



President's Letter cont.

my mind that, together, we'll all emerge from this crisis stronger than ever.

Over the past months, we've been focused on providing exceptional client service through all of our delivery channels, while prioritizing the well-being of our clients and team members. We've also transformed the way we provide service, enhancing our products and technology while maintaining our entire team in a remote work environment. Our goal is to continue excellent support for all types of requests while maintaining client, employee, and member safety. While most engagements have been supported fully through virtual channels, we have also begun to support clients on-site and in-person when requested. We are here to assist you with the same great flexibility and industry expertise you have known and loved throughout the years visually or in person, let us know which method works best for you.

While it's uncertain what the economic toll of this crisis will ultimately be, CUTEK will continue to be here to help clients secure the needs of their members through custom programming, consulting services, and a full suite of member-friendly products. We remain healthy and prepared to weather the storm of this pandemic. However, true strength comes

Member-Centric View cont.

5) Everything At a Glance

Once you've completed all of the prior steps, it's time for the CU and their members to enjoy the reward. From teller transactions, to digital banking, to account management, you can make the account number obsolete and start viewing and transacting from an individual perspective. When a member visits a branch, calls in, or accesses their relationship through mobile - everything is there summarized in a single view - no more having to remember various numbers and access points. It's all about the member and their relationships with you.

CUTEK specializes in the consulting and custom programming to support data cleanup and member centric model building. Let us help you bring a member focused view to your credit union today!

CUTEK Offers U.S.-based Collections System

We are now offering U.S.-based CU Collect Advanced Collections System, which provides a simple-to-use interface that places the critical information collectors need up front. This interface limits the secondary systems and work areas required to work an account. Additionally, the information presented is updated in real time, which means there's no need for your collectors to swap back and forth with the host, including posting and reviewing transactions.

CU Collect, which has its services based in the U.S., is perfectly scaled to meet a credit union's needs, while having the capability to integrate with any core processor and requiring minimum maintenance because of its web-based platform.

Some of the features include:

- Single sign-on from Episys® Quest®
- Real-time update from host
- Real-time pulse check on collectors' activities
- Reshuffle queues on the fly
- Built-in letter and note template system
- Letter printing to printers or export to mail house partners
- Advanced collections management tools
- Collection manager dashboard

Unfortunately, it is believed the pandemic will cause collections to skyrocket this year. Our system allows credit unions to get prepared for the impending increase, which will allow them to take the appropriate measures in their collections efforts - whether it's charge offs, repossession, or helping members get out of a jam and back on their feet.



President's Letter cont.

from something more. When it comes right down to it, our greatest source of strength comes from people. It's our team's heartfelt commitment to our clients and their members that builds our strong foundation, and the loyalty of our clients that drives us onward. We have been humbled by the many stories clients have shared over the last few months of the help and hope we've been able to provide to them and their members during this crisis.

I wish you, your family, and your teams' safety and good health.

Sincerely,
Ron Murray, President

Virtual Programming Solution

If anything, this year of challenges has taught us to persevere, adapt, and execute at never thought of before speeds.

We at CUTEK shifted on a dime, as well, to meet your changing needs in 2020. We now can be your virtual programming solution, not having to be onsite for your programming needs.

We have found it to be incredibly efficient and effective, as many of you have already discovered. But as the virus recedes, we can still be there for you in person, as well.

Announcements!

CUTEK alongside SOS (Stickley on Security) has partnered with Mahalo Banking, a Michigan-based digital banking partner for credit unions. The partnership with Mahalo mirrors CUTEK's beliefs in fostering true partnership with its credit unions while offering superior products into the industry.

By integrating products engineered by CUTEK that include Envoy online loan, (with the option to add the new FASTAPP module) and membership application, AVISO eAlerts, Skip-A-Pay, Savings/Charity Jar, CORREIO Address Verification, Wire Management and more will prove to be a win-win to their clients!

Mahalo Banking currently has 12 live and 22 signed partner credit unions ranging from \$40M to \$1.2B in assets.

If you are interested in seeing what Mahalo can offer you and your members, please contact Gina Kovacs at gkovacs@mahalobanking.com.

Merger/Conversion Assistance

When it comes to mergers and conversions, we want to be there to help you to make this transition as smooth as possible. Even with the pandemic, we can actually be there to assist in a virtual setting — and that pivot has worked quite well the last several months.

In fact, we are currently assisting five credit unions with their mergers and expect this year's projects to be quite busy as the M&A activity ramps back up.

Here's how we can assist — no matter our location...

Mergers:

- Timely and efficient process
- Advanced checks and balances in place
- Superior expertise and experience
- Emphasis on data verification and balancing
- SUCCESSFUL proven track record

Conversions:

- Subject Matter Experts
- 3rd Party Integrations
- ARCU Reporting
- PowerOn Programming
- Letters, Notices, and Forms

Contact us today at info@cutek.com for more information.



Programming Hours to Expedite Your Projects

Does your credit union need expedited programming service hours? If so, CUTEK has your answer with an industry-leading, turnaround time.

We can provide your credit union with a myriad of programming and consulting services that can be implemented within two to three weeks for projects running more than 20 hours and one to two weeks for projects running less than 20 hours. That's huge in today's fast-paced business arena that's all about agility.

If we've learned anything in 2020, being able to pivot quickly is essential to survival. Your credit union is no different. It needs quick, quality programming services to meet your members' ever-evolving needs.

If your resources are tapped out for programming, CUTEK has been helping credit unions that need timely, experienced, and cost effective Episys® programming services for over 15 years.

Again, we can provide you with quick, efficient, and experienced programming services with an industry-leading, turnaround time.

For more details on our programming services and how we can help you complete your projects quicker, contact us at info@cutek.com.

TouchPoint — a More Efficient CRM Solution

If you're looking for an automated referral creation, tracking, and incentive process, then we have your solution: TouchPoint.

TouchPoint is our referral management solution. It allows for easy set up and tracking of user and branch referrals and incentives, which includes user, branch, and organization goal reporting. Referrals may simply be matched from Symitar's Episys® for incentive tracking or forwarded to your credit union's team for processing.

TouchPoint saves your staff time and effort over manually creating incentive payouts and processing goal results. Staff is automatically prompted to offer products that are pre-weighted in order of importance by your credit union's specific business needs.

TouchPoint even provides the verbiage onscreen on how your team can pitch members new opportunities.

In addition, TouchPoint tracks and incentivizes tellers' performances. It can tell how a specific teller is performing and "gamefy" their activity to incentivize them to do better.

Some of TouchPoint's benefits include:

- Increases the product-to-cross sell penetration
- Facilitates target market cross selling
- Lower administrative costs

Key features include:

- Calculates owner/origination incentives
- Individual incentives based on position grades
- Tracks branch goals
- Custom definitions for branch and individual goals
- Month-end reporting
- Convenient single sign-on from Episys to TouchPoint

You may be asking yourself if this is a CRM solution. Well, it could be. But users don't usually leverage a CRM's entire features suite. They usually take advantage of about 30%, while the other 70% goes unused.

TouchPoint fills those gaps of what a highly effective CRM solution should be — without all the unused bells and whistles.

For more details on TouchPoint, contact us at info@cutek.com.