

# TOUCHPOINT

Powered by CUTEK

## Benefits

- Improved sales and service tracking
- Supports credit union driven campaigns and off-the-cuff member interaction
- Employees access to goal reporting
- Automated via nightly processing

## Key Features

- Credit union-defined products and services
- Support for different incentives for different types of employees and branches
- Single sign-on from within Episys
- Bulk assignment of referrals to a certain branch or department



CUTEK's **TouchPoint** was designed to improve your sales referrals, service tracking, and incentive calculations for your credit union in a streamlined and easy to use product.

TouchPoint maintains your credit union-defined products, services, and offers either as promoted items (car loan promotions, new checking drives) or through conversation with your members. During GOODNIGHT, TouchPoint matches referrals with new products and services. Each sales opportunity is tracked in Episys.

Additionally, TouchPoint handles your incentive calculations in a streamlined and easy to use product, and includes reporting showing goals by employee type or branch types by size.

We invite you to contact us for a demo.



CUTEK's TouchPoint has made it so much easier to initiate our incentive program and meet our individual and branch marketing goals. Thank you!