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CU*Answers Announces Enhancements to Cross Sales System

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CU*Answers, a data processing CUSO headquartered in Grand Rapids, MI, has recently announced a series of enhancements to its Cross-Sales/Relationship Management system with its 9.2 software release.

According to the CUSO, they have added new features to Tracker configuration, and also developed some new tools to make it easier for credit unions to clean up Tracker records and manage them more effectively going forward. Additionally, it has been made easier for front-line staff to assist collections and sales teams in their efforts by providing an optional new button that will appear in Teller, Inquiry and Phone Operator only if the member has outstanding follow-ups that should be checked while working with the member.

Tracker Type configuration now has a number of new options for credit unions to control exactly how Trackers are used, including the ability to limit the number of Tracker records (not conversation notes) each members can have. New features on the Tracker Configuration menu include:

- Allow trackers to be copied from one membership to another
- Allow conversations to be moved from one tracker to another
- Allow trackers to be purged
- Allow multiple trackers of this type per membership
- Alert employees of outstanding follow-ups
- Allow collection card trackers to be duplicated on co-signor

The CUSO suggests viewing demo videos to be posted on <http://ondemand.cuanswers.com> to see each of these features in action.

About CU*Answers

CU*Answers was founded over 35 years ago and is a 100% Credit Union owned CUSO located in Grand Rapids, Michigan. CU*Answers offers a wide variety of services for credit unions including its flagship CU*BASE Processing System in both an Online (ASP) and In-house environment, Internet Development Services featuring the **It's Me 247** Online Banking product, Member Check Processing and Direct Deposit processing services. CU*Answers provides combined services to 165 credit unions nationally representing nearly 1.5 million members and \$10 billion in credit union assets. For more information about how "We Make Credit Unions Go" please visit CU*Answers at www.cuanswers.com.

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