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CUSO Launches New e-Communication Service

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Xtend, Inc., a Grand Rapids, Michigan-based multi-owned cooperative CUSO, announces today that it has launched its **E-Info** member communication service for three beta credit unions. The launch culminated development work by teams from two CUSOs: Xtend and CU*Answers. The **It's Me 247** home banking and Web Services development teams from CU*Answers worked closely with the *Member Reach* team from Xtend to take **E-Info** from concept to reality.

"Very simply put, **E-Info** is the delivery of content to e-statement members that comes as close as possible to content that is delivered to members inside their statement envelopes," says Xtend President Scott Collins. "Many members have embraced electronic statements and newsletters as their preferred correspondence with their credit union. We are taking that a step further by presenting marketing content to the member on their way to view their e-statements, similar to tri-folds and hard-copy newsletters stuffed inside the envelopes with printed statements."

The service is offered in two different forms. The first is what the CUSO calls *In Your Face* – the e-newsletter or marketing piece is presented to the member when they click to view their e-statement. The second is being called a *Teaser* because the member is presented with a pop-up window after selecting the e-statement link and can click the banner for the full collateral piece. Collins believes that both formats will be popular with credit unions and members. He notes, "Electronic members are used to being marketed to in a different way and our credit union partners are excited about reaching them in as many ways as possible. It's up to the credit union to decide whether it's *In Your Face* or *Teaser* will be most effective for their marketing plan."

Participating in this initial release are First Trust Credit Union (Michigan City, IN), Focus Credit Union (Wauwatosa, WI), and Western Districts Members Credit Union (Grand Rapids, MI).

About Xtend (www.xtendcu.com): Xtend, Inc. is a 100% credit union-owned CUSO formed in 2002 with headquarters in Grand Rapids, Michigan. Xtend provides a wide array of managerial, operational, marketing, technical planning and consulting services for credit unions of all sizes. In short, Xtend is an aggregation point for shared resources that allows credit unions to deliver products and services more cost-effectively. Their strategic offerings include bookkeeping services, member contact services, back-office mortgage services, partnered liquidity opportunities, shared branching, compliance monitoring, and insurance services. Xtend provides services for over 100 credit unions representing over 800,000 members and \$6B in assets. The CUSO is currently owned by 45 credit union partners.