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## CUSO Urges Clients Utilize Online Banking Interactively

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During its recent Annual Leadership Conference, the technology CUSO, CU\*Answers, recommended a series of goals for credit union clients to focus on during the 2011 business year. The recommendations are spurred from recent enhancements to the online banking platform **It's Me 247** and focus on member security awareness and early adoption of online tools.

CU\*Answers CEO, Randy Karnes, presented the following:

- Push your members never to use their account number on the Internet – it will soon be easier than ever to set up your user name in **It's me 247**
- Plan to have an online banking enrollment promotion every year using the new tools
- Revamp your new membership procedures and get people online fast
- Start using web page sales services inside of **It's Me 247** – raise your members' expectations for purchasing and starting things through online banking
- Refresh your security education materials and push another round of online security best practices at your members

The CUSO also said that it will announce a proof-of-concept project with 1-3 credit unions on designing its first privately-branded banking site.

### **About CU\*Answers**

CU\*Answers was founded 40 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, Electronic Check Processing, and a wide variety of Self-Service products featured by **It's Me 247** Online Banking, and newly offered Mobile Banking. 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](http://www.cuanswers.com).

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