

# eCREDIT UNION

*Fuel membership growth and enhance member service and support with essential website services.*

## Features & Benefits

- ▶ **Portal Style Home Page** - Your credit union's corporate identity and current marketing strategies are combined to create a visually appealing Home Page that serves as a quick access portal to all other areas of the site. Dynamic functionality allows you to display the specific information you want visitors to see first, such as special offers, car buying tips, seminars, articles and resources.
- ▶ **Secure Online Applications** - Allow members and prospects to immediately submit new account and loan applications within a secure environment, once they have viewed rates, terms and product information.
- ▶ **Dynamic ATM & Branch Listings** - Database-driven listings allow members to quickly search for the nearest location by city or zip code and view maps...and make backoffice location updates a snap.
- ▶ **Dynamic Rates** - Display and maintain current rates efficiently for checking, savings and certificate accounts, mortgages, consumer loans and credit cards, with easy-to-use backoffice forms.
- ▶ **Calendar/Events Management** - Publish dynamic calendars for upcoming seminars and events, special offers and promotions, special holiday branch hours or closures, and more.
- ▶ **News/Article Management** - Organize, publish and maintain news items, press releases and articles with the backoffice Article Manager.
- ▶ **FAQ Manager** - Make FAQs easy to use and easy to manage with multiple FAQ categories and the FAQ manager. Encourage new FAQ submissions with one-click access to a simple, user-friendly submission form.
- ▶ **Job Postings** - Post job openings easily using the job management report and form. Once an applicant completes the online application form, it is posted to the Feedback/Workflow Management System for efficient processing.
- ▶ **Activity Tracking System** - Track user activity with usage counter and log files readable in standard analysis programs. The ability to analyze what pages and products users are clicking on most frequently can greatly assist you in making decisions to better meet the needs of your members and improve marketing decisions.
- ▶ **Feedback/Workflow Management** - All incoming information, such as applications, requests and inquiries, flows smoothly and logically into the feedback workflow system for efficient processing by designated staff.
- ▶ **AutoMessage/Email Marketing System** - AutoMessage provides an efficient solution for sending automated email responses and confirmations (triggered when member feedback, applications, RSVPs, etc. are received), as well as executing email marketing campaigns, email versions of your newsletter and handling event invitations and RSVP management.

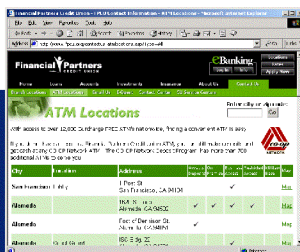
**LiveWeb™ eCreditUnion** - In the technology age, a credit union's leadership position, financial strength and stability can be further substantiated by the overall quality of its presence on the Web. In order to fuel membership growth, as well as expand your credit union's vision for existing member service and support, you need to take your website operations to the optimum level. By streamlining content management, incorporating value-added features and a secure environment for member communication and account information within a flexible, scalable application, LiveWeb™ eCreditUnion can help you do just that.

LiveWeb™ eCreditUnion was developed to display consistent, logical navigation on the front-end, allowing users to quickly locate desired information and carry out online banking activities in the most efficient manner possible. Sophisticated, yet simple-to-use secure forms make it easy and attractive to prospects to apply online for credit union membership, as well as loan, credit card and insurance products, and eBanking services. These online applications are filled out in a secure environment and transmitted instantly and securely to the credit union where backoffice users such as credit union loan reviewers can closely monitor, review, identify and process new leads and loan requests. Login procedures and transfer of sensitive customer information for eBanking and account access draw from the membership database through a secure online interface. Powerful web databases also allow for an easy-to-use city and zip code search to help members quickly locate credit union service centers, ATMs and neighborhood branches.

Content requiring frequent updates, such as rates on accounts, certificates of deposits, IRAs and loans, are imported into web databases to facilitate efficient site maintenance. Dynamic publishing tools for news and events allow staff administrators to maintain the very latest information on the website via efficient, user-friendly, backoffice maintenance forms. Automated workflow management tools make it easy to manage and respond to incoming member applications, inquiries and information requests "live" on the website. Activity tracking to monitor product page popularity inserts tracking points and creates custom activity tracking reports accessible to designated internal staff via the online backoffice.

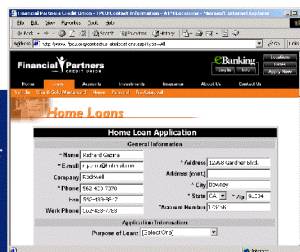
Automated. Dynamic. Secure. With LiveWeb™ eCreditUnion, the power to form lifetime partnerships with your members is completely in your hands.

**For more information about eCreditUnion or other LiveWeb™ products, visit: [www.imagineit.com](http://www.imagineit.com).**



*Database-driven ATM and Branch Locations allow you to add, update or remove listings with ease.*

*Offer your members the convenience of applying for accounts and loans online with user-friendly forms.*



*All incoming information flows smoothly and logically into the feedback workflow system for efficient processing by designated staff/departments.*

