HARLAND CLARKE®

Harland Clarke Webcast 04/14/2016

Perpetually Prescreened Loans Empower

Account Holders and Increase Loan Volume

Presenter: Stephenie Williams, Senior Marketing Strategist, Harland Clarke

Presenter: David A. Buerger, Co-Founder and President, CUneXus Solutions

Host:	Good day and welcome to Harland Clarke's webinar Perpetually Prescreened Loans Empower Account Holders and Increase Loan Volume. This webinar is being recorded and will be provided to you, along with the presentation recording and deck within a few days. If you have questions, please use the chat box in the webinar control panel. Your questions are private and only seen by the presenters. I will now turn the call over to Stephenie Williams, Senior Marketing Strategist at Harland Clarke. Stephenie, you have the call.
Stephenie:	Wonderful, thank you. We're very excited to come to you today to talk a little bit more about the concept of perpetually prescreening loans and how that can really help in your account holder experience by empowering them to make their lending decisions. For today's conversation, I'm going to be joined by Dave Buerger, the Co-Founder and President of CUneXus Solutions. Dave, do you want to say hi?
David:	Hi there everybody.
Stephenie:	We're excited, so let's move on to our agenda. Today we're going to be talking about some of the challenges around optimizing loan volume along with how this unique solution is positioned to help solve that problem in a unique way. As a part of that solution explanation, Dave is going to take us through a live demonstration of this solution.
	Let's first get started by really understanding how this Loan Engine solution fits into the entire loan marketing ecosystem. As you can see here, Loan Engine fits right in the middle of the full suite of loan marketing solutions Harland Clarke brings to the market. Ahead of it, in terms of response rate performance, there is a program called Shopper Alert, which is really a loan trigger program, so it's identifying your account holders that are out shopping in the marketplace.
	Loan Engine, which we're here to talk about today, is looking at all of your account holders on a regular, quarterly basis and running a credit evaluation to

see what credit products or loan products they qualify for. What we find is that the audience available through Loan Engine is much more significant in size than say a trigger program. A trigger program, on average, will identify three to five percent of your account holders on a monthly basis that are shopping, whereas with Loan Engine, by contrast, we typically find with clients that about a third of their account holder base will credit qualify for loan offers.

Those top two programs really are ongoing programs that are always running, much like business as usual.

The second two components of the ecosystem are more individual campaign based, so point and time, the first being Refi Genius. As its name suggests, it's looking for rate and term refinance opportunities within your account holder base, and typically that's looking at auto loans, home equity loans, and identifying opportunities to save an account holder money each month by lowering their payment.

That second one, Loan Magnet, of the two campaign type solutions it is what has historically been the bread and butter and kind of your seasonal, prescreen credit programs. Those would include things like a spring auto campaign or a fall home equity campaign where you're going out and you're identifying consumers that are credit eligible. You might be applying things like a propensity for the product modeling or a propensity to respond modeling in order to enhance your overall results. All-in-all, none of these is a standalone silver bullet. They really work in conjunction with one another to help you achieve your lending goals.

Let's talk a little bit about the solution that we're looking at today. We'll share with you in more depth what you see in these visuals, but first let's talk about the laptop representing online banking and the iPad and iPhone representing mobile banking. In both of those situations, you can see amount of data that's depicted really adapts to the screen size. We use responsive design in this solution.

The other important things to note again is that this in-depth demo clearly provides account holders an assortment of offers, and the offers are targeted with their specific credit background in mind, so it does support risk-based pricing. It does that assessment as it goes through the offer assignment process. This all, as you can imagine by seeing XYZ Financial branding here, resides right within your online and mobile banking as they exist today and so all of your branding remains intact.

Let's take a little closer look at some of the key ways financial institutions look to solve the problem. We did go through the loan ecosystem offered by Harland

Clarke, and this is a little bit of a depiction of how that can really contribute to your overall loan goal.

You'll see that group one and two are looking at consumers that are shopping. They are either your existing account holders or prospects. Those deliver a tremendous return on investment, but as you can see by segments one and two, it's still not getting you all of your volume.

Segment three, what we're here to talk about today, Loan Engine, is a very solid chunk of your overall objective. Segment four is really where those campaigns that we looked at briefly, Refi Genius and Loan Magnet, can be targeted at your existing account holders or prospects. It broadens your audience a bit by looking at prospects as well.

Finally, something that many of our clients consider, some for different reasons, is invitations to apply programs. Those programs have a place because more than 20% of consumers are credit invisible, so you need to find a way to really broaden the audience that you're reaching out to. It doesn't mean they have bad credit, and quite honestly, their income ranges, surprisingly, are in the upper income ranges. There are a bit of the credit invisibles in the millennial segment, and understandably so, they just haven't had the credit experience, but by filling in an invitation to apply offerings, you're getting a broader reach in order to achieve your loan marketing goals.

As we prepare to really talk through Loan Engine, it's important before we get into the heart of the issue to that we walk in there with an understanding that this approach is truly a paradigm shift. It's a change in the way that loan marketers are going to market.

Why do we need this change? This change happens because if you think about our account holders, the way they buy has fundamentally changed. This depicts the historical approach to marketing. Consumers understand that higher is better in a credit score, but fundamentally they don't understand the value of a credit score. They might ask, "What does that really make me entitled to get from my financial institution?"

In loan marketing, we've been shackled a bit about what products we can market. If you've ever been out there – maybe your portfolio includes things like motorcycle loans, boats, and RVs, but trying to justify doing a prescreen campaign for those types of products are historically very challenging because the volume that you get on a mailing in terms of response is really small. The other challenge that has historically been in this space is that when we are going out with these preapprovals, we're trying to outguess the consumer's behavior

and thinking that these propensity models are going to always get us to the right person.

Our approach with Loan Engine provides something new in the loan marketing space. It takes that confusion or lack of understanding around credit scores off the table because it translates their creditworthiness into terms they can understand and product types that they're approved for with specific loan amounts. It allows the financial institution to really promote all of its loan products to its account holders, and ultimately, it's giving the consumers choice in the marketing piece rather than just being targeted with just a single product so that they can identify how they're going to make that purchase.

Let's take how a look in how this works in the benefits in your financial institution. For your institution, it allows you to perpetually screen the offers for home equity, auto, credit card, personal loan, as I mentioned before, boat, RV, motorcycle, travel trailer, and we even have ATVs and snowmobile loans included by some of our clients. The decision engine allows you to reach all of your consumers with the specific offers they qualify for through multiple channels like direct mail, e-mail, and online banking. It helps inform people at your call center as well as in person in the teller line, or at the new account desk.

All of this in a framework, as I mentioned previously, takes into consideration risk-based pricing automation and the ability to only allow a consumer to take one preapproved loan offer in a 90-day window, giving your underwriting team the ability to review that second, third, or fourth redemption in order to make sure that the capacity to repay remains intact for each account holder.

The benefits to your financial institution and account holders – I always want to flip this slide upside down, because I get so excited about the benefits to the account holder and the consumer rather than having that nervous period of time after submitting a loan application of, "It's going to go into a black hole, "or "I'm not sure what I'll get back when I walk back into the branch. This allows your account holders to have self-confidence of what they really qualify for and it provides to them on a regular basis making it really easy within online mobile banking or even calling the branch to go ahead and redeem that loan without the uncertain of "Do I qualify."

In some cases, some of our clients are taking these loan applications and really making it convenient for their account holders by taking anyone that accept any of these offers directly to the funding table. We recognize from working with a variety of institutions that this isn't always the case. Some still require a loan

application, but this functionality really starts revealing the future and what is going to help account holders.

For you as a financial institution, it can help you grow your loan portfolio and not necessarily need additional headcounts. It's a fully engaged solution that includes everything from the prescreen with the bureau, clear through to the direct mail, e-mail, and online and mobile deployment, so from that perspective the engagement and the headcount requirements in order to run this are lower. Ultimately, it's delivering those loan offers 12 months a year, 365 days a year for that matter, to all of your account holders, and really important as the name implies, an engine running in the background.

Because of all of those elements, ultimately you're going to achieve greater return on investment. Clients today are achieving somewhere between 400% and 700% return on investment with this product. It's very strong. Cost per account is on average less than eighty dollars, so it's doing great things for the financial institutions we're engaged with.

Now that you understand some of the benefits, let's take a look at how this process really works. The diagram we see here represents a full quarter of time, 90 days. We start with your account holders. You provide us your account holders along with your credit criteria. Let's pop to the next slide for a second.

Your default credit criteria for this particular program is credit criteria that because it has generally more generous credit requirements, broader FICO scores typically, and a secured product that consumers or account holders are likely to have more than one of with your institution, what we find with most of our clients is that their auto lending criteria is really the best practice for their default credit criteria and when they go through this process, you'll notice at the top of this funnel there is a royal blue segment, that particular segment is what we're establishing with the default credit criteria. Again, we find about a third will land there.

We then have additional filtering criteria that we will leverage in order to assign offers two, three, and five. On average, we're assigned six to eight offers for each of the clients that are up and running with this solution. You can back a slide now.

We're taking your full account holder file to the bureau with that default criteria we just reviewed and we're getting those that pass that default criteria back a long with 20 standard attributes and up to 5 custom attributes. We use those additional attributes, as this image depicts, to assign offers such as credit card, boat, RV, and personal loans. We go through that assessment process to assign the additional offers and then we're ready to market.

What's depicted here on the right side is conversation. I had somebody comment to me that they thought it was twitter or chat. That simply represents in-person conversations. We also deliver those offers to each of your account holders through direct mail. We have a tool that Dave will walk us through that allows informing your telephone banking center representatives. We can also provide support with some of the telemarketing. We could represent both.

Then what we find is that we're loading it into online and mobile banking. On average, and Dave can revisit some of these numbers for additional clients that he has seen, but what we're finding is clients initially when they run a campaign can see about a 10% redemption rate through the online and mobile channels, but then that second campaign, they see a real increase.

A recent client went from 10% online and mobile redemption in their first campaign, to 28% percent redemptions in their second campaign. It really shows how consumer attitudes are shifting as well the digital. That will continue to be a large piece of the redemption process and success to this campaign. Because of all these different communication channels, we're seeing excellent conversion rates. We're seeing between and 3% and 3½% response.

As part of the overall solution to help you manage and justify this type of implementation, we work with you and provide you campaign analysis in two ways. We provide you with a weekly summary of account holders that have redeemed and then at the conclusion of each campaign, we work with you to get a loan application file so that we can provide you full reporting, including return on marketing investment and cost per account.

Let's take a quick look before we go into the online demo with Dave at how this works and what the account holder experience is. What you see here is the direct mail piece, and one question we get quite often is how do you do all of these preapprovals together in one letter? As we've worked with the bureaus, we've landed in a nice place where the one and done technology that I mentioned previously, it's depicted in the following way.

The call-out text that you see highlighted here in the orange color indicates that you can choose any one of the loans below. That's not only in the text; it's also clearly in a banner that's at the top of the offer section, and then it's repeated again in the footer, reminding them that the nature of their offers will change.

They have their choice of one of these offers. The reason for this, as I mentioned before, is that from a price perspective, you're going through and pulling that prescreen criteria against the default credit offer, and if you're

typically going and offering more, the bureaus are looking for incremental charges, but more than that perspective, if an account holder accepts one of these offers and they want to accept a second one, you want the opportunity to review their credit to see if their debt-to-income can still afford the incremental loan payment.

You don't' want them using this like a menu and simply checking three items. The credit risk there is pretty significant. That's the reason that we leverage one and done, and you'll see how one and done is applied when we go to the online demonstration. At this point, if we want to pass that on to Dave, we can go into the online demonstration. Dave, I'll flip it over to you.

David: Great, I'm just going to try and grab the screen here. Stephenie, can you verify that my screen is in fact on screen?

Stephenie: Yes, sir.

David: Okay, thanks. Hi everybody. I'm going to start by walking through some of the customer member experiences that are available in the digital banking component. What we're looking at here is one of our integrations into online banking – this is what we refer to as our tab interface, and I usually start with this interface just because it nicely lays out all the offers, and we can see everything that's going on, and then we'll look at some of the other interfaces that we offer as well.

As you can see here, we have this tab. In this case, this is a digital insight online banking platform. We can integrate with virtually any online banking platform, and we have many integration to many of the top providers. If you want to inquire with your Harland Clarke representative about what those integrations are, just reach out to them and they can let you know, but it's done through a simple SSO connection, and what I'd like to draw attention to here quickly off the bat is the amount of transparency that this provides to the consumer.

I can see here that this person has five different loan products available to them today, and these are all preapproved. It's very clearly showing the preapproved loan amounts and the APRs that are available. It's calculating the payment based on that dollar amount, and then there are also available loan terms here.

Now, when I refresh the screen, I'm going to look at a different customer in my same campaign. Each time I refresh the screen, it's a different person, and you can see that everybody has a very unique set of preapproved offers, and that's because these offers are personalized and tailored to their personal financial profile. This person has a credit card offer and home equity offers. This is all

based on their product relationships with you and their product relationships with other institutions, as determined through the credit bureau file.

We can also base offers on any number of marketing and credit triggers. This person has a debt consolidation loan. That might suggest, based on the rules in the system, that there are open trade lines elsewhere that we might want to refinance onto our own paper.

Any number of consumer loans can be offered through this system, and as Stephenie touched on earlier, even products that don't typically see the light of day in terms of marketing spent, like the motorcycle loan or the recreational vehicle loan, or something like this, back-to-school loan. It doesn't cost any more to present these different options, so by presenting all these options, you increase your likelihood of somebody seeing a product that they need and responding to it.

Also through this transparency that we see here, we start to condition the consumer over time. Every day of the year, they can log in to this online banking or onto mobile banking and they can see exactly what products are available to them, at what rate, and how much credit is available to them. That's very powerful information.

It's really unprecedented up to this point. There is nothing else out there that can provide this level of transparency. That, in turn, conditions your customers to know that you have their back when they're ready to make a large purchase. It's not a hard sell. It's not saying, "Hurry, here's a teaser rate that we need you to act on before X date," and then that offer expires. Instead, it's an ongoing communication 365 days a year, and as people become accustomed to seeing this information within their thinking channels, they start to remember. I might not need a motorcycle loan today. I might not be in the market for it, but in six to eight months, I might be in the market for that product, and I'll remember that the funds are available to me. All I have to do is come in here and calculate my loan. If I don't need $30,000, maybe I just need $18,000. You can see that it's calculating my payment here. If I want to extend my loan term, perhaps up to 72 months, you'll notice that the APR and the payment will adjust based on that calculation. It's a very useful utility here as well.

When I'm ready to accept the offer, I simply click Accept. I can read about the offer here. This is customer product messaging that you get to approve and configure to your specifications. The appropriate product disclosures are always a click away for every offer. No matter where they are, you can see that those links are also right here within each offer in the background, and then they just click through to accept the offer. It's a very simple process. It's a three-click

process and once we them ask them to verify contact information, usually we can prepopulate this information, but, honestly, it's more effective from a fulfillment standpoint if we don't. We want to make sure that you're getting accurate, up-to-date contact information. They agree to the terms and conditions, and they click finish.

Once they click finish, they're going to see a product-specific confirmation message, letting them know that you've received that request, and you'll receive that request instantly. It comes through in just a matter of seconds. I'll show you what that looks like in a moment. Now you can see that this offer has been marked as redeemed and that the other offers, as Stephenie mentioned earlier, what we refer to the one-and-done approach, they've turned to apply buttons. These apply buttons can be configured to link to online loan applications or to go through other workflows that would allow you to capture intent to purchase another loan.

At the end of the campaign cycle, we'll refresh the credit and refresh the offers based on their new situation. It's, again, that ongoing conversation, but we've redeemed the motorcycle loan in this case, and the lead will come in in the form of a PDF. It looks something like this, oh, actually it looks like Stephenie. Thank you Stephenie, she's forwarded the one that we just did. Here's that motorcycle – oops, this is a different one. In this case, this is what it looks like, so you get a PDF. It has the customer account number, their name, their contact information that they provided, the credit score, the product that they've redeemed, and the amount.

In the case of this VISA card, the amount will always be the limit, the term that was selected. Again, with the VISA card, it's going to be zero months; it's a revolving line, and then where it came from; what channel it came from. In this case, it's the home banking widget. You can see on this other one that it was a motorcycle. They accepted $15,000 of their $25,000 available at the 120-month term. You can see all of that information that is relevant to you fulfilling that loan request. It will come to you within a matter of just a few seconds after them clicking the button, and then you can respond to that and fulfill that loan.

It's a very easy process. You can't make it more simple for a customer to interact with you and accept a loan product. We've made loan acquisition about as simple as you can make it, and this same experience carries through to other channels as well.

Let's look at a few other options. This is one example of what we would call a compact widget. This particular widget is styled to fit on the home page, the account summary screen, within a digital insight online banking platform. We

can style these different widgets to fit in different environments. We call it a widget, the compact widget is made so that you can really fit it on a screen that would have other elements on it, like account balances or bill pay with different widgets. It has the same functionality as the tabbed widget that we looked at.

We have our loan offers here, all of them available, you know, home equity loan, etc. We can read about the home equity loan, continue through the process in the same way that we saw before. We can calculate the payment. There's only one term available here, then they accept our offer; provide a phone number and e-mail and we're done. In just a matter of seconds we've acquired a new home equity loan.

Stephenie: Dave, I think it's helpful, for a just a second, on this particular widget, we find that sometimes it's hard to imagine where it is. On the account summary screen, you could use this as disruptive technology, as opposed to being on the tab that you were first depicting. Some clients select to use this on that first screen in conjunction with the tab trying to migrate their account holder's behavior. Have you seen it being used as the only means, Dave?

David: We have clients who use it on the home page, that account summary screen exclusively and we have clients that like to have it in both places. How you configure it is really up to you. It's also based on what's available with your platform provider. With Digital Insight for instance, we have that home page integration. We have the tabbed integrations. Other providers might have a tab or a popover interface.

We like to create these experiences as far forward as possible. You can see that there's a huge benefit by having these offers visible on that first account summary page, because every time someone logs in to check their account balances, transfer funds, or any of those other normal, day-to-day activities, these offers are going to be visible to them on that same page every single time. It doesn't require them to click to another page or another tab to find these offers.

With that being said, we have tremendous engagement on this tab as well, so what we do to drive attention to this tab is just some education upon launch, telling people through the direct mail letters or an e-mail campaign or through other online banking messaging that they have preapproved offers waiting for them behind this tab and show them how to get there. Once they've found this tab, they come back a lot. We get a lot of repeat traffic to this interface because of the value it brings to the customer. You can't deny that having it front and center also adds significant benefit.

Those are two of our online banking interfaces and we also have the banking interface. This is where things get really exciting because I think everyone is aware that mobile is kind of the new frontier. Every mobile engagement is growing hand over fist. It really is the most convenient way for folks to take care of their everyday transactions like checking account balances, depositing checks, or transferring funds, but it's not a profit center.

There's very little revenue being driven out of the mobile channel because the products that drive revenue such as loans, traditionally there's too much friction inside the mobile device to make loan acquisitions practical. There are instant decisions. There are certain applications where you can take a picture of a driver's license, and there are companies looking at facial recognition technology for applying for things. That's all great. Those are very cool technologies, but it still is a loan application and the sense among customers is that if they have to apply for something, the mobile device is not really their friend. They're going to look to another channel.

When you can make these loans just a click away, then you change the game, and we are driving a lot of revenue for our clients right out of the mobile channel because we've made it this easy. You can, again, lot in to mobile banking at any time and view these offers. Carry them around in your purse or pocket and they are there for you at retail or when you're sitting on the couch or anywhere you might be thinking about getting a loan, you're customers can just click on that offer and read about it.

Imagine that I'm at a car dealership and I remember I'm approved for $35,000; now you can interact with your customer as they are at retail, and you can acquire loans at the point of purchase. That's what I refer to as that zero moment of truth, when it counts the most. When they are starting at that sign on the wall that says "Zero percent financing," you can be there to intercept that loan. You can see I'm gathering a few other items here. These are not requirements. This is just a configuration that we make for particular clients. Usually it's what we saw before. We're going to gather contact information and then push this through.

There you have it – maybe ten seconds and I've acquired a new loan through a mobile device, turning what's currently a cost, a significant cost of doing business, which is maintaining these digital platforms. Now we're turning this to a profit center, and we find that really exciting.

Another thing to mention about the mobile interface is that this is a responsive design, so it will work on any screen size, any device type, including tablets. You can see this mobile version has a button that's a direct call button. If the widget

recognizes the device as a smart phone it will display this button. If it's a tablet, the button goes away and is replaced by messaging that has a phone number where they call you to ask questions, but that button is configured so that when they tap it, it will dial whatever number you need them to dial. It's very exciting technology with the mobile.

The other thing I always like to mention about mobile and the fact that it is a growing channel is that every time – when remote deposits came on the scene and is now so prevalent – every time somebody is depositing a check with their mobile app, that's one less branch visit. That's one less opportunity to cross-sell alone or another product. We're bringing that capability back to you.

Another interface that is included with the program is the cross-sell interface. While it's not quite as exciting to talk about, it's every bit as exciting from a loan acquisition standpoint, especially to you front-line staff and your sales people. This is a very simple tool to use, but it's incredibly powerful. We see as much as 50% of the loan acquisition coming up that comes from the Loan Engine product out of this interface. We get really great feedback because we've made it very simple, but as far as sales tools go, it's really second to none.

Stephenie: Dave, in thinking about this, I know a lot of times we get questions about really understanding the value of the cross-sell tool. Could talk a little bit about how this really closes the loop and connects the offer presentment in online and mobile to what key sales people will see in a branch?

David: Yeah, absolutely. When we talked about this product, the word omni-channel comes up a lot. That's a buzz word in the industry, but we really feel that this program is the definition of omni-channel. We are simultaneously delivering these offers across every single distribution point; every banking touch point; online banking, mobile banking; direct mail; e-mail, and then also in the branch and the call center.

While your members or customers have visibility into these offers any day of the week through the digital banking channels, your sales staff also has visibility into this. This dashboard works for a few different reasons. All these different channels are connected together in real time, and that's important to remember too. When I redeem an offer in mobile banking, instantly that is reflected in online banking and on this cross-sell dashboard.

You can see that I'm logged in as Stephenie. Our salesperson is Stephenie. It's a single log-in in the morning. Usually our clients have this minimized at the bottom of their screen. We can provide a file that you could pin to any front-of-house systems with alerts that would allow your sales staff to know that this

customer or member has preapprovals and to refer to this dashboard. You can see that Stephenie has no sales today and one sale this week.

We're tracking activity for the sales people, and the leaderboard will show the top ten sales people within the organization based on the number of sales that they have this month. It's a great way to incent some internal rivalry maybe, maybe an internal sales competition where you can say that the top three on the leaderboard at the end of the week gets a gift card or something like that.

The process of looking up an account holder is very simple. We just enter a name or an account number, and we can see Myles Frost pops up here. We'll see what Myles has available. This is, again, because of the nature of this multiple product preapproval and the options that it provides, becomes a powerful sales tool.

If Myles walks in to the branch with possibly paint on his shirt or something. You can key off something very basic like that and say, "Myles, it looks like you might be doing some home improvement. Did you know that you're preapproved for a home equity loan? If you need some extra cash, we can make that happen for you today. You don't even need to fill out a loan application. You're already preapproved or if he mentions that his daughter is visiting from college. "Mr. Frost, you're preapproved for a back-to-school loan if you need some extra cash for tuition or books, we can take care of that for you right now. It's very fluid and an easy tool to use, because the sales people can offer these offers in confidence.

In all likelihood, the customer is already aware of this because they've seen it online and they've received the mailer, but it is reinforcement, and every time you reinforce these messages, they have impact. If Myles says, "You know what? I could use some extra cash for tuition." We just add that to the cart. You can see it's been added down here.

The rest have turned gray, and what that indicates is that if I continue with this and redeem this offer, all those other offers will be blacked out and turned to apply buttons in the online and mobile interfaces, so Myles will see Apply buttons next time he logs in rather than an Accept button. We indicate how much he'd like to borrow. It's very similar to the customer experience. We choose the term length, and we can attach proof of income or stated income. We can write notes here if we need to. All that is optional, and then we just move through and finish this sale. When we finish that, that lead goes off for fulfillment and now you can see that Stephenie has credit for that sale today, and she's moved up and tied for first on the leaderboard.

We track everything. Everything is available to you to view within a dashboard, so you can see in real time through the tracking dashboard how Stephenie is doing with her sales this week versus last week; how Stephenie is doing versus Tammy on the leaderboard; how branch 1 is doing versus branch 3; how many auto loans we've funded for what volume or how many VISA cards have we funded this year versus last year. Everything is available for you to track in real time.

I believe that's all the interfaces we're going to demo today, and I want to make sure we have time to answer any questions that may have come up in the queue. Stephenie, do you have anything to add here or would you like me to share anything else at this point?

Stephenie: An element, Dave, of what you were just reviewing to look back at that account holder that we redeemed on the cross-sell tool just to show if you go in the next day for that particular account holder that, indeed, that one-and-done is applied. It shows gray for the branch service representative. We don't have to go back and look. We could probably just speak to it I guess.

David: Sure, once that offer has been redeemed, if another sales person were to look at that account, all those offers would now be gray and that offer would say, "Redeemed" next to it. I don't recall what the number was I typed in. It was a random number. It would reflect as redeemed and there would be no ability to duplicate that redemption.

Stephenie: With that, I'll go back to our MC to see if we have any questions.

Host: As a reminder to our audience, if you have a question, feel free to type the question into the question panel on your control panel to the right. One question that we do have, Stephenie, is what is a typical implementation look like?

Stephenie: Typical implementation takes 10-½ weeks. There could be changes to that depending on your online banking platform provider, but we do have an approach when we go through a process. If there is any issue with timing with the online or mobile banking provider, we have executed with a number of clients with direct mail and e-mail first, because that overall concept, that paradigm shift from a single offer to multiple offers does yield very good results. We saw with a client that ran it for a 30-day period, getting ready to launch their online and mobile, they decided just to mail and e-mail for that first 30 days, and they got a 1.85% response rate, so it can be very effective in an evolution type of implementation, but our standard is 10-½ weeks to collect the data from

you, get the credit bureau prescreening and be able to remain live and be in the mail.

Host: Thank you Stephenie. Another question just came up and it is around the pricing structure of the product.

Stephenie: Sure, for the pricing structure, we do charge. There are implementation charges around the creative setup along with setting up the e-mail interface, e-mail creative, and the only ongoing expense is a charge per account holder that's approved, so if you were to send us 100 account holders and 33 passed, you would only have a fee on those 33 that passed. That would occur quarter after quarter.

Host: We have a multi-step question here. The first one is: Could you please describe how the qualifications are made for each member? Is it a hard pull each day? Which credit bureaus are used?

Stephenie: For this particular solution, we have the ability to run the prescreen against any of the three bureaus. We typically run it as a single bureau pull based on the bureau of preference, and the way that this is pulled, it is a soft inquiry to their credit and we run that once per campaign. Just like a direct mail campaign that you might run, we run it at the beginning, so each 90 days we will refresh that.

Host: Thank you Stephenie. Can the print creative and online mobile look and feel be customized to each specific FI?

Stephenie: Great question. We have a number of options. As you would work with your account representative from Harland Clarke, we can walk through. In general, we can do custom creative. We can do quick-to-market, or we can do something kind of "Goldy-Locks" in between. Quick-to-market allows you to customize for the colors and for your logo of your brand as well as if you want to provide us with a picture for implementation into the template that works as well. With this particular type of offer, there are some rigid rules in order to accommodate for all the icons representing the offers, so we have three levels of creative and we can definitely talk about your particular needs, one-on-one, with one of our sales people.

David: I might just add that as far as the online and mobile banking goes, there is customization available in the use of colors, messaging, and such.

Host: Another question has come in. Can the solution integrate with a loan origination system?

Stephenie: We're currently working down that path and are doing some beta testing right now with one provider. We see that as an opportunity for expansion and recognize the value that might provide. At this point in time, we're addressing that on a case-by-case basis, so we'd be happy to entertain that conversation one-on-one based on your institution's needs.

Host: Thank you. That looks like it's all the questions we have at this time. With that, we'd like to thank everyone for joining today's webcast, and enjoy the rest of your day. Thank you.