

**Harland Clarke LoanEngine Webcast 06/04/2015**  
**Perpetually Prescreened Loans – Empower Account Holders and Increase Loan Volume**  
**TRANSCRIPT**

**Presenter** – David A. Buerger, Co-Founder and President, CUnexUS Solutions, Inc.

**Presenter** – Stephenie Williams, Senior Market Strategist, Lending Solutions,  
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**Matt:** Good day and welcome to the webinar. Today's topic is Loan Engine Perpetually Prescreened Loans - Empower Account Holders & Increase Volume. This webinar's being recorded, and will be provided to you along with the presentation deck in a few days. I will now turn the call over to Erik Kelley Senior Product Manager with Harland Clarke. Mr. Kelley you have the call.

**Erik:** Thank you Matt. I want to welcome everybody to our latest Harland Clarke webinar, featuring our Loan Engine solution. Many of you on the call today are already taking advantage of maybe one or more of our existing loan marketing solutions, and this newest solution we think can further enhance your loan marketing capabilities. Presenting today is our Harland Clarke Senior Market Strategist Stephenie Williams, as well as Dave Buerger who is CEO of CUnexUS Solutions. A few housekeeping notes, each attendee today is going to receive a copy of the presentation, a link to a recording of this presentation, as well as a copy of all the questions which have been addressed during this presentation. If you do have questions at any point during the presentation, please type it into the questions tab within the go to meeting, and we will try to address those as quickly as we can throughout the presentation. And with that I'm going to turn this over to Stephenie Williams.

**Stephenie:** Thank you Erik, appreciate that. Today's agenda, the things that we're going to be covering are definitely the challenge that financial institutions are facing in generating loan volume in this returning environment. And how our solution with Loan Engine can help you provide your customers and members with prescreens 365 days a year, and we'll present you with a live demo so that you can actually see how the system works. Loan Engine as you see from these screens, is a new tool to present loan offers to your existing members

and customers for multiple offers. It integrates risk based pricing, so each individual consumer based on their credit profile might have a 60 month auto loan offer, but they could have different interest rates depending on how strong their credit score is, or how weak it is.

This solution delivers through traditional marketing channels, but it also adds in the availability through online and mobile banking, all incorporating your financial institutions brand. As many of the bankers and credit union professionals that we speak with, are looking at the market place today and they're really challenged to drive additional loan volume in through their application pipeline. And when you're driving additional volume into that pipeline, the highest return on investment comes from four primary sources, that's what's represented here. The first source are shopping customers, and followed by shopping prospects. Those two particular segments are the smallest of the four segments, and those are typically serviced from a trigger program.

Harland Clarke offers a trigger program as well called Shopper Alert, and that particular tool will allow you to see when your existing customers or prospects in your banking areas are making application with other providers. While those segments are small and highly responsive, to fill your loan pipeline you need additional volume. Where can you get that additional volume? it's by going out on a proactive basis to your existing customer base, and making them aware of their buying power. That's what's represented for segment number three, it's your non-shopping credit qualified customers. Then the fourth segment, non-shopping prospects, typically those are best reached with regular campaign activity today. So it would be going out to prospects that are in close location to your member centers or your branches, and providing them with a targeted credit product offering.

So now let's take a look, now that you kind of know where Loan Engine fits in the priority order of return on investment, let's take a look a little bit more specifically at this solution. Loan Engine does offer perpetual prescreen loan offers, it focuses on products that are common in a retail bank and a credit union, those products being home equity, auto, credit card, and personal

loans. Some loans that you also could promote through this tool include things like boat, RV, motorcycle. Those are products that typically don't stand on their own for individual direct marketing campaigns, but because of the ease of this solution, you could promote those in here as well. This solution is unique in that this decision engine that establishes the offers, all those offers are then marketed through direct mail, email, online banking, under your banks branded or credit unions branded online banking single sign on environment.

Mobile, call center, and then face to face in the teller line or at the platform desk, you can have conversations about what those consumers are qualified for. All under the umbrella of an offer platform that takes into consideration risk based pricing needs of your institution. This is the part that I get really the most excited about, and one of the largest benefits, it's the benefits to your account holders and the experience they have as a customer. Many people today have seen the commercials on TV from the likes of Discover, and Discover's out there heavily promoting the fact that they're putting a FICO score on their customers monthly statements. That's a great advancement certainly helping people better understand what their score is, there still remains a gap in education of consumers.

Many consumers--you know I've have had this conversation in casual settings with friends, and in those settings I'll say you know so what does your credit score mean? and they're like hmm I don't know, I guess it's good. And so there still is that learning gap. Loan Engine comes in and really helps the customer understand what their buying power is, it helps translate what was just a number on a page, to showing them what their buying power is. It shows them that they are eligible to get that home equity line of credit which could help them improve their home, put on a deck, put in a pool. It helps them understand that they're eligible for a new auto loan, or even a personal loan come the holiday season, so it's a great tool.

And then for that customer not only is it easy for them to understand what they're eligible for, the redemption process is really smooth. This particular illustration with the three arrows, shows that it really is easy as one two

three. One being they see the offer, step two they get additional information about that offer, and step three they accept that offer or they redeem the offer. Definitely as a financial institution looking at this product, you're looking not only to satisfy your clients, but also to satisfy your internal needs, and the financial accountabilities that we all have running marketing programs. The benefits for the financial institution when you're looking at Loan Engine, is that not only is it doing a prescreen program, it's doing a prescreen program for multiple product offers, so you're bettering the odds of redemption of each individual consumer.

It has a set up period but it is turnkey, after the initial set up, additional programs, each additional campaign, the deployment window is much reduced. So you have a lower requirement from a staffing perspective, in order to execute ongoing preapproved campaigns to your entire customer base. Ultimately this helps to reduce the cost to acquire each loan, and it provides a tremendous return on investment. So let's take a look real quick at how this works. Initially we start out, and you provide Harland Clarke with your customer file. Whether that's an MCIF, or just a customer pole directly off of your core system, we take that file and we leverage that file in conjunction with your credit criteria for a default credit product. And I'm going to ask if you can advance this slide, we're going to come back, but if you could do the next slide for a second here please.

What we find, a default credit product is a credit product that a consumer would have more than one of, in most cases something like an auto loan. A default credit product is also going to be one that typically is secured, so that you are expanding the audience of individuals that could qualify. What we're looking at here with this default credit offer is the royal blue circle at the top of the funnel. So we're trying to maximize that audience in a responsible way with that default credit offering. And what we found with most of our clients that turns out to be an auto loan is a place to start out. We can start with any product type, but it's important to understand when you're putting a credit product in that position, that's going to limit the number of people available to get the other credit offers. Alright, we can go back to the previous slide.

So we take your customers with that default credit criteria to the bureau, we get back from the bureau all the consumers that have passed that prescreen process, along with 20 credit attributes. We leverage the credit attributes that we've received along with other information you've provided us in your customer information file, which includes things like products that they own, and perhaps balance information. So leveraging those two primary elements, we decision the other product offers that those consumers are eligible for. Once those offers are assigned then the fun, at least what I believe to be the fun begins, and that's the marketing. The marketing begins in the branch with the conversation, it can also begin with an outbound phone call, either from your call center or Harland Clarke could support that.

It also includes the delivery of a direct mail piece, so that all the offers and their corresponding disclosures are clearly communicated to those eligible. And there is an email for those that have an email address and have an opt in status with your institution. Finally, really the unique elements of Loan Engine, is we post all of those same offers in their single sign on online banking environment, along with their mobile banking environment. By having this ease of accessibility to offers, consumers are likely--you get a higher conversion rate to people accepting or redeeming those offers. And one way that you can monitor your success is we have two forms of campaign analysis.

We have real time campaign analysis that you would be able to look at daily, that campaign analysis will review the individuals that have redeemed offers. And then there's an end of campaign analysis, where we get information back from you on a loan application file and are able to provide you with a return on marketing investment, because we'll know the balances that actually booked from this 90 day program.

**Erik:** Hey Stephenie can I pause you there for just one moment?

**Stephenie:** Sure.

**Erik:** We've received our first question. And the question is, do these prescreen offers require a firm offer of credit in the associated disclosures?

**Stephenie:** They do indeed require a firm offer of credit. And we do have template creative, which really helps the process along. We've used this with other clients, and so we can provide you with those samples to start talking with your compliance folks. Any others?

**Erik:** Not at this time.

**Stephenie:** Okay. So moving kind of along that path here's a sample of what our template creative looks like. What you will find, this is a letter, it shows the number of offers that this individual consumer would be eligible for. And you'll notice something important, that's why we called out the text at the top, is that this offering allows the consumer to choose from any one of the offers below. There's also an additional disclosure on that please note, it's making the consumer aware that taking advantage of one or more of the above offers, may affect the status of the remaining preapprovals. So from a bureau perspective, I think many are generally familiar with the process of doing a prescreen, but part of that prescreen is typically a one to one prescreen from the bureau.

You go out and prescreen a consumer, do one soft inquiry, and that's for one loan product. Or perhaps you're doing a combo offer, that's really for one marketing cycle if you will. This program we have walked through it with the bureaus and they are onboard, but they really look to that additional disclosure so that it's very clear to the customer. One thing that we will refer to as Dave walks through the process, he will walk through the process and show you that what we call one and done, where when a consumer redeems online one of these offers, the other offers turn to apply for instead of just redeem. So with that, understanding what the direct mail piece is, we're going to pass it off to Dave so you can see what it looks like in the single sign on online banking and mobile environments. So with that Dave?

**David:** Thank you Stephenie, I'm going to get my screen up here, can you see my screen?

**Erik:** We can.

**David:** Great, terrific, thank you. So what we're looking at here is an example of one of our online banking interfaces, and we usually start with this interface, what

we call our tabs interface. Because it gives a really full screen picture of all these offers, and it's a great place to demo the various functionalities that are built in here. As you can see right off the bat, this individual has seven preapproved offers available. And each of these offers are personalized based on their individual financial profile. So we can see that this person is obviously a home owner, they're receiving a HELOC offer. And other attributes and targeting mechanisms have played a part in offering these other options, like the student loan, and the consolidation loan.

You can see that when I refresh my screen here, each time I refresh in my demo, I'm looking at a different customer inside of this campaign. And each member or customer has a very unique set of preapproved offers, all based on their individual profile. So all this stuff on this one here. Other things you can notice about this that are customizable, the product messaging or the messaging up top is custom, the ability to display the credit scores an option. Each of these product offers and how they're displayed is an option as well. The icons, the name of the product, obviously the products themselves. But also the other things that are personalized here are the available credit limits, as well as the available credit terms.

We have different loan terms here available, and those available terms will be based on the pricing structures you've set up for your customers. Another thing I like to point out about this, is that this is an amount of transparency that's never been available to consumers before. They might be aware that their credit scores 756, because they sign up for any number of free credit reporting websites. But until now they've never had the ability to know what that means in terms of borrowing power, and this lays it out for them in a really visual way on an ongoing basis. So that at any time during the year, any day of the year, they can login to their online banking account, and they can come to this tab and they can see exactly how much borrowing power they have across all of these various product lines.

And then when they're ready to purchase they can literally just click on one of these accept offer buttons. But before we do that let's look at some of these calculator functions as well. Say we're going to purchase a used auto. We have \$30,000 available, but maybe we just want to borrow \$14,000. We can enter that in and you can see that its calculated the monthly payment that's

based on the preapproved loan rate and the 72 month term. If I change the term maybe to 60 months, you'll notice when I click on this the APR and the payment estimate will adjust based on your pricing structure. So it's a great way for the customer to get a better understanding of their effect on their monthly budget, if they are to accept the loan offer based on the amount that they'd like to borrow.

But if that looks good to them, they're simply just going to click accept. They can read about your product here, custom product messaging, so it's going to be specific to your product and your institution. Again they can change their selection here if they'd like, they can read the disclosures, product specific disclosures for this used auto loan, or they can just click through to accept the loan offer. This is all prepopulated, so we have Raphael Brooks here, and the \$14,000 that he'd entered into the interface prior is carried through. The only thing that this customer needs to enter in is a call back number. And the reason why we have them enter that instead of prefilling that, is because it's not always up to date in the core system, and we want to make sure that when you receive this lead, when this lead comes in, that you have a way to contact that customer.

And now the last thing they see is a product specific messaging, a confirmation message. And again those are custom built to your specification, based on whatever it is that you need your customer to know about the next steps, what they can expect next. They click off of that, and you can see that in this case we have redeemed the used auto offer, and all the other secured vehicle loans have turned to apply buttons, that's what we call risk based reassessment. Instantly upon redemption, any of these offers are redeemed, all the other offers are instantly reassessed. Now Stephenie earlier had alluded to what we call the one and done approach, which is how we recommend going to market for all of our clients.

And that would mean they have the option of any one of these offers, and if any one offer is accepted the rest turn to apply buttons. The system has the capability to do product combinations, but again we recommend going to market at least on the first campaign or two, with the one and done approach. For those who are offering the ability to accept more than one offer, we do see sometimes that a customer will accept more than one offer

during a campaign period, maybe an auto loan and a visa card or something. But the overwhelming majority will accept one offer, so that's why we recommend for fulfillment purposes that you start with the one and done approach, and then move to a more advanced type of approach.

**Stephenie:** Dave?

**David:** Yes?

**Stephenie:** When you go through that quarterly refresh cycle, do all these turn back on?

**David:** Yes exactly. So at the next quarter, or the next campaign, when we pull credit again, and we'll then reprocess these offers, and each customer will receive a new fresh set of preapproved offers based on their new situation. So in this case if this individuals accepted this used auto loan, obviously that has an effect on their credit report and their debt income, and that will be reflected in the offers that they then receive in the next campaign. These campaigns roll back to back, so there will not be any downtime, but what happens at the end of this campaign at midnight on the last day, the offers will automatically refresh to the new set of offers, and the next time that person logs in, they'll see those new offers for the next 90 day cycle.

**Erik:** Hey Dave can we pause here for a few moments, we've got a few questions that have come in, and I think you just answered the first one here, about how long the offers are good for, and you just mentioned that it was for 90 days.

**David:** Correct. Yes 90 days is generally the best practice.

**Stephenie:** And Erik if I might expand a little bit, the system itself has the ability to do more frequently, but when you look at things like the deterioration rates of FICO scores, and you look at the cost to go through the credit prescreen, 90 days is the right balance from an ROI perspective. If you did it more frequently the cost might start getting out of hand, and you'd be cycling through for really little credit benefit.

**David:** Correct.

**Erik:** Thank you Stephenie. Another question we'll direct to Stephenie as well, are these targeted offers limited to existing account holders or can this be used for prospecting as well?

**Stephenie:** This is currently used for existing account holders because of the distribution of these offers through the single sign on tool of your online banking and mobile banking. There are other tools that we have available for prospecting, but for Loan Engine right now, it is available through a single sign on interface that requires them to already be a customer of yours.

**Erik:** And that's a great lead into our next question in, can you elaborate on the single sign on process, is that through the existing online banking platform

**Stephenie:** Dave I'll pass that to you.

**David:** Yes that's exactly what it is. So we integrate with a number of leading mobile and online banking platforms, and really the largest ones and some of the smaller ones as well, we're adding these integrations all the time. It's a fairly standard single sign on interface, that we can embed within virtually any online or mobile platform.

**Erik:** Thanks Dave. That covers our questions that we have been presented with so far.

**David:** Great. So I'll move onto a few other interfaces. Now today we're demoing inside of the Digital Insight environment, which is one of our single sign on partners. And we have another integration with Digital Insight which can also be placed really within any other provider as well. This is what we call our home page, or our compact widget. So this box here can be placed on really within real estate we're given inside of an online banking platform. And it's a responsive design, so whichever size window or area that we need this to fit into, it will change and adapt to that space that's provided to us. But it has the same capabilities here, display the offers, we can view and accept these offers right from this interface.

So imagine if somebody logs into their online banking, the very first screen that they see, that holds all of their other account balances, and really of the summary of their total relationship with the institution. This is available front and center, and this is just a great way to keep those offers right there in

front of the customers, and where they can both view and accept them. So, they can accept that offer in the same way that we saw before, it can indicate how much we'd like to borrow, calculate our payment, change our loan term, and then simply accept the offer right here from the home page. You'll notice that as I go through these--sorry go ahead?

**Stephenie:** How does that integrate or how would somebody use this home page widget, compared to the tab that you showed us earlier?

**David:** Well often they'd be used together. So we'd have the tab, and we'd have this compact home page widget, or you can choose from either. But the experience is the same, but I think what's really beneficial about this compact widget is the fact that it is more visible. The tabbed interface requires some education on the part of the institution to drive customers to this tab. Once they find this they come back, this is very useful information, people obviously return traffic to this tab a lot because this is valuable, and the insight that it provides is really pretty tremendous. Whereas with this it provides that same information, albeit it's a little bit less interactive from the standpoint of the calculator being behind the accept button instead of upfront. But because these offers are front and center you're going to get more visibility.

**Erik:** Dave one questions come in on a platform, have we worked with Fiserv Premier Retail Banking before?

**David:** We're working on integrations with Fiserv at the moment. I'm not sure if Premier's part of that, I would have to look into that and respond, if you want to get that contact information I'd be happy to follow up.

**Erik:** We can do that.

**David:** Great. The next piece, and what we see as really the excitement that we're getting out of this program is really centered around the mobile experience. And I'm going to see if I can pull my phone up on the screen, bear with me, sometimes it works and sometimes it doesn't. If I can't then I'll have to do another demo in another way here. While I'm doing this are there any other questions that I can answer?

**Erik:** There's another integration question here it's, have we worked with the Fiserv Velocity in FIS mobile?

**David:** FIS mobile yes, we are integrated with FIS mobile. Velocity is--I believe Velocity is a LOS system or a core system, is that correct? I don't think it's an online banking system, I thought Fiserv was in mobility. But again that's one that I would have to follow up on, and sure, FIS mobile absolutely.

**Erik:** Thanks David.

**David:** Okay now that my phones on the screen, one of the things that we can do for some of our clients, depending on the platform that they use, in this case Digital Insight again. We have the ability to use geo-fencing, and this is really exciting from the standpoint of contextual offers. Imagine your customer walks onto--in this case a Jeep dealership, and within a few moments of being in that environment, based on their GPS coordinates we can push a notification, reminding them that they're already approved for a \$40,000 dollar auto loan. So you're able to be present with your customer at the point of purchase, and this same type of use case is possible for other loan types and other retail environments as well.

This is really where the ability to compete at retail is critical, as we see the industry moving toward instant access to products and services at the retail financing, dealership financing, all these other options. It's critical to be able to be present, and this is going to help you do that. So they walk onto the lot, they see this notification, and they can log into their mobile banking app, and do all those preapproved offers. So here we have, this is one of our interfaces for mobile banking. Each interface is slightly different, and created to blend seamlessly into the host environment. The same fonts, the same colors, it will look like it's part of your existing mobile app. And it will be embedded within that existing mobile app, so it's not a standalone app.

So here we have the same offers, and we'll accept the auto loan offer. And you can imagine if we're on the dealership lot, you need to be able to make your services very easily accessible, an instant loan application is still a loan application. No one's going to fill out a loan application on a mobile device, even if it's perceived or presented as being an easy transaction. But accepting a preapproved offer is really very simple. And at this very moment you're

receiving that lead in your call center or your loan center or both, and you're able to respond to that lead, reach out to your customer, and make sure that you're taking care of that loan request for them. So again all these offers can just be carried around in someone's pocket or their purse and redeemed at any time, very very simple.

Where we're taking this technology with mobile, there are lots of extension points, and one of the things we do is VIN scanning. Where we work with ADMINS.com, which is really popular for auto shopping. We can see with this auto offer we have this VIN scan button, and this adds another layer of functionality that's really pretty exciting, especially from the customer perspective. We scan a VIN, so remember we're at the Jeep dealership, so I'll scan a Jeep, and return information about that Jeep, make, model, and options, and know it's new because I selected the new auto option. And now it's returning really interesting data about that vehicle, it defaults to what's called the ADMINS true market value.

If you're familiar with True Car it's very similar to that, it's the amount others have paid for the same vehicle within a radius of where I'm standing right now, based on my GPS coordinate. So it defaults to that, and you can also see the MSRP, and I can tell you that this VIN that I pulled off of a Jeep, of my local dealership, was priced over \$23,000 dollars. So this is really useful information for the consumer to make sure they're getting a good deal. And I can also slide my finger back and forth on this calculator, and you can see that it's calculating a number of things, most importantly my estimated monthly payment. And that's based on my already approved 60 month loan term and rate which I can also change and recalculate.

And it's also pulling in these adjustments, the adjustments are the sales tax rate for where I live, because your customers are the one's using this. Their zip code can be used to pull in the appropriate sales tax rates, so that's what we do, we pull that in, we can calculate that out. They can put in a down payment or a trade in value, all of these calculations are saved and reflected here in the adjustments. So a loan amount is \$20,063, if that looks good and they think \$338 works for them, they'll just walk through and accept this loan offer. They can take a photo of a driver's license, or a supporting document like a proof of income. And then when you receive this loan lead, not only will

you receive information about the fact that this customer's now accepted this loan, but you're going to know exactly where they are, they're at the Jeep dealership.

You're going to have the VIN number, the true market value, all the information about the vehicle, as well as that driver's license image. So you can use that to reach out to them and make sure that you're funding that loan. So that's one of the available options within--this is a standalone app that we offer called Credit Concierge. But that VIN scanning, and VIN look up capability will be available in our single sign on interfaces later this year, that's what we're working on with ADMINS at this time.

**Stephenie:** Dave? do you mind--

**David:** Sorry go ahead.

**Stephenie:** Do you mind taking a look at what the loan operation center might receive when somebody does a redemption?

**David:** Sure. Let me get my phone off of the screen now. So what will happen when a loan comes in, is you receive a lead, and the lead comes in the form of a locked PDF file, here is the lead that just came in for that Jeep that I just purchased. Dave Buerger, here's my customer number, my member number, my phone number to call me back. The amount requested and the term length that I selected, it came out of--in this case it came out of the Credit Concierge app. The source will always indicate what interface was used, if that's the online banking, the mobile banking, or in the case of our cross sell tool, it will note the branch and the name of the teller or sales person that sold this loan.

Here's the vehicle information, and then here's that image that we took of Zach driver's license. And those come in very quickly, you saw how quickly that came in usually it's three to five seconds after that accept button is pushed that lead comes in. And so by now I would be on the phone with that customer, I would be calling them and making sure that that loan is fulfilled. We would tell them I've received your auto loan request, it looks like you're buying a Jeep, congratulations, and it looks like you're at the Jeep dealership in Santa Rosa, we're going to give them a call right now, why don't you head

into the office, talk to the finance guy and we'll make sure that this is an easy process for you.

**Stephenie:** Dave one thing about the deployment of that, and with the number of clients that you have already using this system. Are they all a little bit different in the way they manage the operations on the backside, like does that lead necessarily go to loan operations, or sometimes does it go to a telephone banking center?

**David:** Yes exactly. There are a few different variations of how these are fulfilled. Every institution has its different fulfillment processes and a different LOS systems or origination systems that they use to fund the loans. One thing that's important to note is that this is lead generation. We're not automating the funding process yet, although we are working very quickly toward funding of certain loan types. But when these leads are generated, we can push them to anywhere that the client needs them to go. So in most cases those are going to a loan operations center or a call center. Sometimes we like to encourage the customers to have the leads initially go to a call center, so that the call center can reach out to that individual, make sure that they are aware that the loan will be fulfilled soon, and that somebody else might be in contact. But it's really up to the client to decide how they want to fulfill these requests. Stephenie do we want to look at the cross sell tool?

**Stephenie:** That would be very helpful, I think clients like to see how that works. A little set up here, this cross sell tool is a part of the overall solution, and will be accessible for all of your selling staff. So at an institution the tellers, the platforms individuals, even people in loan operations could log in and get a sense for what offers an individual consumer are eligible for. So with that Dave?

**David:** Yes it's very similar to what we see the customer facing. The first thing that they have access to is this dashboard, in this case the sales person is Ben, and Ben has sold nothing today, zero sales for the day. But he can see his sales stats for the week, month, year. The leaderboard at the bottom will display the top ten salespeople in the organization. So it's a great way to incent competition inside the organization, you know maybe the top three people on the leaderboard at the end of each week get a gift card or

something, just a way to encourage engagement with this system. But the process of cross selling is very simple, and that's what makes this tool so powerful.

We will provide what we call our pen file, and that pen file is used to place account holders on your core system, so that will prompt your sales team to know that there are preapprovals available to a customer. So when they click that prompt it will pull them into this cross sell system, and in this case Cody Hickman, we can look up what Cody has available. Cody has just a few offers available, let's look at someone who has some more, it's fun to see somebody who has a whole bunch. Okay so Joshua here has several offers available, and you can imagine for a salesperson how powerful this information is, this is a goldmine of sales potential. Joshua walks into a branch or calls and just happens to be carrying a motorcycle helmet maybe.

And Ben the salesperson can key off of that and say, you know Mr. Osborn it looks like you ride a motorcycle, did you know that you're already preapproved for a \$25,00 dollar motorcycle loan. So if you need to refinance the one you have, or if you'd like to purchase a new one, we can take care of that for you, you don't even need to fill out a full loan application. Or if he mentions that he's working on his house, or going on vacation, all of these little everyday conversations can turn into a cross sell opportunity. And if Joshua says yeah I am interested in that motorcycle loan, then Ben just clicks on that, and we can see that some of the offers have turned grey, those are those risk based reassessment rules kicking in.

So when Ben works through this process and accepts this loan, all the other channels will be instantly aware of this redemption, so online banking and mobile banking will be in real time, will reflect this new situation. And then he just walks through a very similar process which loan term are we interested in, how much of the funds is he going to request. We can put declared income or attach a proof of income, all of this is optional. And then we just continue through, verify that it's correct, and click finish. And now the lead has been generated, and in this case it's been sent to my personal email. But each individual salespersons leads can be directed to any mailbox you need them to go to.

And the process is done and you can see now Ben has credit for that sale, and we're tracking this behind the scenes, so you can also log into our analytics dashboard, and view real time analytics on how your campaigns are performing. You can see how Ben is doing with his sales versus maybe Steve in branch three, you can see how branch three is doing as opposed to branch eight, and all of those comparisons. You can also drill down by product, by loan volumes, by date range, there's a lot you can do within the analytics as well just to assess the success of your campaign. Very simple tool, very easy to train someone to use this tool, and we get nothing but positive feedback from our clients on how this tool is really impacting the cross selling and the outbound calling at their organizations.

Because this is also great for outreach, you want to do an outbound calling campaign based on your visa preapprovals, we can supply a list of everyone who's been approved for a visa card, and you can then outbound call off of that list using this interface. And it's just a great way to keep those loan leads coming in.

**Erik:** Hey Dave, we do have a few questions that have popped up. The first one is, does this solution have the ability to offer GAP protection, theft protection, and warranty as well?

**David:** That's a terrific question, and we're actually very excited to say that it's not currently built in from a risk assessment or a personalization standpoint, but it will be. We're working on insurance offers, as well as non-credit offers like deposit offers, and other types of offers to be able to be placed in here. But as of right now you do have the ability in the redemption workflow as somebody accepts an offer, to present a message here where they can indicate that they're interested in GAP protection. What we'll be looking at doing and rolling out later in the year, is the ability to have bundles. Here's your pricing, your monthly payment, with the GAP protection added in, and they will actually need to uncheck the box, here's I'm not interested in GAP. And they'll be able to see that adding that GAP policy really only adds a very small amount to their monthly payment, but has a lot of value. And this will be a great way to sell the GAP.

**Stephenie:** And credit Life would be in a similar delivery, is that right Dave?

- David:** Correct, yes.
- Erik:** The next question that's come up is, does this solution interfere with an FI's indirect lending department?
- David:** Another great question. Actually our clients are utilizing this in conjunction with their indirect. Cattle for instance what we'll do is--the credit unions are using--will load these preapprovals into the Cattle system, and then when the member or the customer goes into a dealership to purchase a car, they'll actually use the Cattle rails, or the other indirect rails to fund the loan. So in that case we're bringing a highly qualified lead into the dealership, but then utilizing that relationship with the indirect provider, to actually fund the loan and complete that transaction.
- Erik:** Thank you. We do have a few more integration questions, hopefully you might be able to answer them. Does this selling tool interface with the Fiserv data base?
- David:** I'm not familiar with that system.
- Stephenie:** But they're saying selling tool Dave, I wonder if they're referring to the cross sell.
- David:** I see, so it's a Fiserv front of house cross selling system. Not to my--no we don't have anyone using that right now. The cross sell interface has single sign on capability, so we can look at integrating it into those types of systems. I have some meetings with Fiserv coming up in the next couple of weeks, and I'd be happy to bring that up and see what the potential is for that.
- Erik:** Possibly a similar question here Dave is, does this tool integrate with any CRM systems?
- David:** That's the exact same thing, it really depends on the CRM. We're able to plug this into any system that allows third party connectivity. So if your CRM system has either single sign on capability, or the ability to import data sets, or at the very least import and present alerts, then we can provide a solution that will be any of the experience for your sales staff in many cases without any sort of additional sign on capability. But out of the box, I want to be clear

that the out of the box capability does require a sign on. It's a sign on in the morning, usually we can set the time out length, but by default it's eight hours. And because there's no PII data flowing through that interface, it is very secure, but it's also a very likely system and very easy to use. So, our clients are usually having that minimized at the bottom of the screen, they log in once in the morning, maybe the first cross sell prompt that they see through an alert on the core system or CRM would prompt them to log in. And then after that they're just going to pop it open if they see those prompts.

**Stephenie:** So one of the ways that some clients are currently using it, is they are taking the offers and uploading the offers indicator if you will, to their CRM system. So that's prompting the sales staff to look at CPL cross sell, to look at the specific offers, and that's in lieu of the integration Dave I think that you just discussed. I mean it's an alternative way to streamline that process.

**David:** Correct. And you can even load with a pen file that we provide, it has all of the offers in that file by individual persons. So the customer name, each individual offer that's been generated for that person, and those can be loaded into a CRM as well. Now it won't have the same level of functionality that our interface has, but it can be used for cross sell, it just would require that on the backend at the time of fulfillment, that somebody marks off or has redeemed inside that system, so that those offers are redeemed on the online and the mobile channel as well. And we work with you on your processes for fulfillment, the fact that every institution has a different combination of systems, and a different combination of back office fulfillment processes, really means that we take the time to understand those through the implementation process. And then help build a kind of interface into those existing processes in a way that's not going to disrupt the way you currently do business.

**Erik:** We have what I believe is a clarification question. Is this solution only for existing account holders, or can prospects also use this?

**Stephenie:** This is for existing account holders.

**Erik:** Thank you Stephenie. And this question here is, what is a typical timeframe for implementation?

**Stephenie:** Right now the initial implementation is 10 weeks, but for subsequent campaigns we're looking at two to three weeks of engagement, and that engagement happens while the first campaign is running. So really much shorter when you're going for the additional campaigns. But at the additional outset we're taking everything from your credit criteria, getting the creative approved, getting connectivity for the single sign on interface, so that is a more robust process.

**Erik:** Thank you. And I want to remind all of our attendees that you will be receiving a copy of this presentation, a link to the recording of this presentation, as well as a copy of all the questions which have been asked and their corresponding answers. That covers all the questions that we've received at this point, Dave or Stephenie any final closing remarks?

**Stephenie:** I'm just glad that you took the time to find out about this great solution in today's credit environment. It really offers a way to enhance the customer experience and get additional loan volume at the same time.

**Erik:** I want to thank all of our attendees today. If you have additional questions please reach out to your Harland Clarke representative, and we can address those as quickly as possible for you. And with that I want to thank everyone, and have a great rest of your day. Thank you.

*END OF TRANSCRIPT*

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