Perpetually Prescreened Loans – Empower Account Holders and Increase Loan Volume

Presenter: Stephenie Williams, Senior Marketing Strategist, Harland Clarke

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

Jeb:	Good day, and welcome to Harland Clarke's webinar, Power Account Holders and Increased Loan Volume with Perpetually Prescreened Loans. This webinar is being recorded and will be provided to you along with the presentation recording and deck in a few days. If you have any questions during the presentation or during the end, please use the question box located in the webinar control panel. Your questions are private and are 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:	Great. Welcome everyone, as you were introduced, we are here to talk about a great solution from Harland Clarke that's going to enable you to reach out to your account holders on a regular basis with prescreened loan offers. Before we get started, let's talk a little bit about the speaker's today, who will be me and Dave Buerger, who is the Co-founder and President of CUneXus Solutions. That's the software platform that we leverage to bring forth our solution. We use that in conjunction with the credit prescreening process along with multi-channel deployment. Dave, do you want to say hi?
Dave:	Hi there everybody. Thanks for having me today.
Stephenie:	We're very excited. Let's go ahead and continue and get into the meat of the material today. With today's agenda, we are going to talk a little bit about understanding the challenges that financial institutions are facing today, trying to really build that loan volume all within increased regulations, concern over credit quality, and a solution that Harland Clarke has to help you perpetually do that as opposed to it being campaign based and fragmented.

We'll also walk through a live demonstration of your member or customer experience in this process. Before we get started talking about the one, singular solution of LoanEngine, it's important that you understand that we recognize it takes multiple solutions in order to fulfill your loan pipeline. This is a variety of loan solutions available in the Harland Clarke ecosystem. They are organized based on their typical response rate. |

You'll notice the first solution that's listed there is our trigger program, which is called Shopper Alert. As the name indicates, this is identifying consumers that are shopping for loans. It delivers triggers on a daily basis. It can apply to either customers or prospects. It's a great solution and our highest-yielding response rate solution. The only challenge with this solution is that it's based on consumer behavior. What we see in an average month is that about 3% to 5% of consumers are out shopping for a loan. Most of our clients that are on this solution have an insatiable appetite for more. Unfortunately, being driven on consumer behavior, you must incorporate other solutions in order to fulfill your overall goal.

The solution we're here to talk about today, LoanEngine, is focused on your existing account holders, which is a large population. I'll go through the details of how it works, but we prescreen them on a quarterly basis and then have the offers outstanding for 90 days. What we see on that program on average is that about a third of your account holders will pass your prescreen criteria. That's an average across multiple clients. If you know your credit culture is more conservative, that number will be a little less than a third. If you find that your credit culture is a little more relaxed, then you will have more than a third passing that criteria. From a response-rate perspective, in the marketplace, we're currently experiencing between 3% and 3.5% response rate on LoanEngine.

The last two programs are really our campaign-based solutions that are targeted on a single product preapproval. Those two solutions, as the names suggest, Refi Genius is focused on rate and term refinance. It's looking for the ability to provide payment savings to current customers or prospects, most of the time, on their auto loan, but it could also be on something such as a home equity loan. The audience for that is medium, and in some cases, we're seeing small numbers due to the interest rate environment. It's really dependent though on the ability to show a monthly payment savings, so depending on what your interest rate structures are as well as your credit criteria, will really impact your audience size. That particular program, much like LoanEngine, tends to have a high response rate just from the mere fact that you're offering real payment savings to the consumer.

The last program, Loan Magnet, is focused on identifying customers that are credit qualified or prospects that are credit qualified for the product. I like to say "product de jour," but it's really the product that your institution is hungry for. It goes out, prescreens them, and sends direct mail and e-mail. That population is generally large because many of our clients leverage that on a prospect audience, but because it's really a blast and it can include modeling and

targeting, the response rate is a little bit lower than what you see on the other programs.

The exciting part and what we're here to talk about today is LoanEngine. As you can see from this diagram, which represents LoanEngine offers within the online banking space and mobile banking space, these particular images are in the digital insight SSO environment. This solution provides for integration of your risk-based pricing. It also sits within your branded online and mobile banking environment.

In addition to what you see here, these are additional channels that make this solution new and different. The other component that makes this solution new and different is the fact that going and doing a single promotional pull, you're providing an assortment of offers to your account holders. As we mentioned on that first slide, we recognize that any full loan marketing campaign or loan marketing calendar, needs to include multiple solutions.

This diagram essentially depicts for you how multiple solutions can help fill your entire goal. Your entire goal is represented by the pyramid. As you can see, much like we talked about in the previous slide, is the fact that Shopper Alert for your existing customers or prospects offer a lot of value, but the first two sections are not going to cover your entire need. Solutions like LoanEngine, Loan Magnet, or Refi Genius really help round out your entire offering and help you achieve your goals.

Let's take a minute and understand how this process works. I think it's important to set up the fact that this program runs on a quarterly basis. What I mean by "runs on a quarterly basis," is that we'll run prescreens once per quarter, allowing the offers to be out to your account holders for 90 days. It's like a loan shop that's always on, on behalf of your institution.

Let's look at how that general process is of benefit for your organization. You have the ability to prescreen loan offers for products such as home equity, auto, credit card, and personal loans. We have clients we're working with that are doing boat, RV, travel trailers, and motorcycles, so get your mind open around products that you don't normally spend marketing dollars on, because of the responsive nature of this marketing approach, they now can have some shelf space. That's very exciting.

This solution delivers the messaging to your account holders through direct mail, e-mail, online banking, the branded app, which we will demo, and mobile banking. We have a tool that allows for cross-sell to take place, informed cross-sell by your telephone banking center, or right there in the teller line, right there

in the branch. All of that is delivered through an engine that allows for deployment of your risk-based pricing.

The exciting part, at least for me as a long-time lender, always marketed and tried to outsmart, out model, and try to think what next product the customer is going to purchase. That's a very difficult process. This helps overcome that by giving them a full assortment of what's available to them.

The other key benefits for your account holders, as many have been inundated with commercials from Experian and Discover Card outlining, "Know your FICO score. I have a high FICO, so you should give me a free ottoman." There are a lot of things out in the marketplace that are suggesting that a credit score buys you something, but really making that tangible to consumers is difficult. That's where LoanEngine steps in, because it translates their credit background to real offers they understand - $35,000 auto loan - $10,000 personal loan – and it does this on a regular basis. It does eliminate, for those consumers, even though they know or think they know that a 780 FICO score is good, there is still a lot of anxiety in consumers about going through that application process. By having these prescreening processes in place and in front of them on a regular basis, it builds their confidence. That's also a key to the redemption rates that we're seeing.

As you scan see from this example, right on their mobile device, they have the ability to view their offers, model their payments, and their repayment terms. They can accept and submit their interest rate to your financial institution. The benefits for your financial institution in this process are taking a process of prescreening that many times include up to an eight-week process with the bureau and it consolidates it into a mechanized approach.

We collect; we work with you and the appropriate members of your financial institution to identify the prescreen criteria, identify your SSO provider, your online banking provider, along with appropriate disclosures and offers, and we put this package all together so that it's running in the background as the name suggests, like an engine, and because it requires less regular intervention, you have more manpower at your disposal. It's delivering these offers 12 months a year to your account holders, and ultimately by mechanizing this process, you get the economies of scale to lower your acquisition costs and increase your return on investment.

Now that you have a general understanding of the benefits, let's talk more tactically about how it works. It starts each quarter with your institution providing us with your member or your customer file. We do have the ability to

take a subset of those customers, but we really recommend you send us your entire file.

You send us your entire file along with your default credit criteria. Your default credit criteria is credit criteria that is for a product that account holders would have more than one of with your institution. Also, it's credit criteria for a product, generally a secured product, so that you are maximizing the audience represented by this royal blue circle at the top of the funnel. We're trying to maximize that audience that's approvable so that you have that audience to select from when you're layering in additional product offers. On average, what we see when you send us your customer base is that about a third of those are going to go through and pass your prescreen criteria.

Once we have your entire customer base along with your default credit criteria, typically what we see based on the parameters I just described is that customers use auto as their default credit criteria. It's secured, and account holders are likely to have more than one auto with a particular institution, unlike something like credit cards where generally consumers are going to have one credit card with any given provider.

We will apply your default criteria to your customer base. We will bring those approved account holders back into our system along with a set of 20-25 attributes. We will leverage the fact that they were approved on your default criteria along with those additional attributes to assign additional products. This picture depicts things you would look for in people who also pass your thresholds for credit cards, home equity, or personal loans, but keep in mind that many are using it for boats, RVs, motorcycles, or travel trailers. We'll assign all the products, and once we assign all the products, then we're ready to market. That's the fun in it. That's the real opportunity.

We market in many ways. Like I said, we have a cross-sell tool that informs your sales staff for those in-person conversations. It also informs your telephone banking staff for those conversations when customers are calling in, then we send the communication to your account holders through direct mail, e-mail, as well making those offers visible to them within online and mobile banking. Because of presenting these offers in a multi-channel way and making them easily accessible to consumers, it leads to conversion, and like I mentioned a couple of times, what we see on average is between 3% and 3.5% of account holders converting, and they're accepting one of these loan offers.

In order to measure our success, we provide campaign analysis in a couple of ways. We provide it through weekly redemption reporting, so we'll show how many people are coming through raising their hands saying, "I want a loan," and

then at the end of the campaign, we'll work with you to get your loan application file, which will fuel our campaign summary reporting, which includes measures on return on investment and cost per account so that you can make sure that it meets your thresholds for performance. Let's take a quick look.

With a lot of offers, how is this disclosed to the account holders? This is a sample of the direct mail piece that we are sending out to announce the availability of these preapprovals to your account holders. What you'll see on this particular direct mail piece – the e-mail, by the way, follows a very similar format – this is a maximum number of offers. Don't be overwhelmed. This shows ten. This is really the maximum that we could go out with. What we find on average in working with customers is that they're dealing with typically six to eight offers, which is what they're going out with.

An important part of the communication is really letting customers know that they can accept one offer out of this entire list. The reason for that is what we call, "one and done." One and done is in place because for any underwriting team, if a customer accepts a new loan, that changes the dynamics of their repayment capacity, so you want an opportunity to take a look at the impact of any loan decision on the next loan acquisition. While they have all these offers available to them, they can select one as a preapproval and then if they want to accept another one, they would need to go through the application process. We call that one and done.

The language you see, please note, taking advantage of one or more of the above offers may affect the status of your remaining preapproved offers. We spell that out very clearly so that the account holder understands the availability of these offers. What Dave will show next as we go to the demo is how that one and done technology plays out if a consumer is looking to redeem these offers online. With that, can we pass the controls over to Dave please for our demo?

Dave: Stephenie, to confirm that I'm not invisible

Stephenie: You're live.

Dave: Thank you. As we get underway with this demo, there are several interfaces I'm going to share with you in the next few minutes, including online banking, a few configurations for online banking, mobile banking, and table banking solution as well as a cross-sell tool.

There are lots to look at, but what you'll notice as I go through this is that the experience throughout all these channels is very similar, and that's by design.

It's made to be very simple to communicate a powerful message easily and quickly and to allow access to your products and services.

What we're looking at here is an example of what we call our tabs interface. This particular demo is inside of the digital insight online banking environment, but we work with many, many of the more popular and some of the smaller online banking and digital banking providers. Just inquire with your Harland Clarke representative about which platforms are available and if we have an integration for you, but I'm sure we do.

In any case, what we're looking at here beneath this top-level navigation, this entire white portion of the screen, is our interface. This is behind authentication, so it's a single sign-on widget is what we call it. Somebody signs in to your online banking environment and these offers are waiting for them inside 365 days a year.

What you can see here is that this individual has five preapproved offers available. I'm going to refresh the screen and we'll look at a different customer or member in my campaign. This person has eight preapproved offers. They went through the same process, through the same set of filters, targeting, and underwriting parameters as the other previous customer, but as you can see, they're getting a different mix of products.

That's personalized based on their financial profile, all the different data points that we look at to determine not only credit worthiness but relevancy of an offer. In this case, this person is getting a used auto offer as opposed to a re-fit auto. They're getting a HELOC offer. Obviously, they're a homeowner. Different trigger points, different data points, can trigger the presence of an account type or offer. We look at all sorts of things for that.

I'll flip through a few more, and you'll notice that, again, everybody is receiving different offers. This one is getting a VISA card, but also the preapproved amount, the available credit, and even the APRs, and also the available loan term options are also changing based on that individual profile. We'll stop here.

Another thing I like to point out about this is these levels of transparency it provides. Stephenie mentioned earlier that most people these days know about what range their credit score is. They know if they have good credit, bad credit, or somewhere within 10-20 points what that credit score is, but until they apply for a loan, they don't really know what that means in terms of borrowing power. This is unprecedented transparency.

What we're looking at here is information that's never before been available. I can log in and see across all these different product lines, exactly how much credit is available to me and at what rate. That's going to provide you and your organization with a point of easy access, passively with resistance to getting the funds that somebody needs. It's going to condition your customer or member to know over time that those funds are available to them when they enter into a specific purchase market, because they're used to seeing these loan offers on here. They're not going to think to go and apply elsewhere.

I come in here and say I wanted to purchase a new car. I can see I have $35,000 available to me at 2.79% APR and maybe I don't want that much. Maybe I just want $15,000. You can see that it's calculating my monthly payment based on the desired loan amount, and maybe I want to extend my term all the way up to 84 months. You'll notice that it has adjusted my APR based on your existing rate structures, your rate card, and it's applying that to a monthly payment estimate. With that, I can simply accept this offer.

By removing the entire application step, you make this process very easy for your customer. They can read about the product here. They can also read the disclosures product specific to, in this case, the new auto loan, and every product behind here that proper disclosures are riding along with that offer every step of the way, and then they can just click through and accept their offer.

Merit Gibson is the person who is logged in. We already know who they are, so they don't need to type their name again. They're already indicated that they want $15,000. They can change that here again if they'd like, and then they just click next. The only piece of data that we're asking them to fill out is a call-back number or an e-mail, just some way for us to reach out to them that's up to date. We could prepopulate that. That information is usually readily available in the core system, but it's not always up to date. What we really want to do is capture accurate, up-to-the-minute contact information so that you can reach out and confirm this request. They agree to the terms and disclosures. They click finish, and they're going to get a custom, product-specific confirmation message. You can help craft that message. It can include links, imagery, or it can be, in this case, a very simple message that says we're received your request and we're going to contact you and let you know how to fulfill that loan request. In the case of an auto, that might be sending them to the dealership, and they're going to use an indirect channel or ask them to come to the branch to fill out something, or maybe you're going to send documents for e-Signature. It really depends on your fulfillment methods that you use at your organization to determine how we craft this message and what occurs next.

What occurred at the moment that I clicked finish is a lead was sent, and those leads look something like this. It's a PDF. It arrives within a few seconds of somebody clicking that finish button. You're going to receive a PDF document that looks like this and says it's a preapproved offer. Here's the member or customer's account number, their name, the phone number they input, and here's a credit score and some other information, but most importantly, they want that new auto loan.

In this case, this person wanted $15,000 of their $20,000 at an 84-month term. Here's their rate. It came from online banking, and if they had entered notes into the field where the customer can add notes, then the notes would appear down there. At this moment, you have what you need to react to this lead instantly, reach out to the customer, begin the fulfillment process in your loan origination system, and you have the tools you need to do that.

You can also see that when Stephenie mentioned the one-and-done approach that we take, this offer has been marked as redeemed and all these other offers here have turn to apply button. They don't go away. We're still giving them an option to express interest in these products and maybe take out yet another loan, but this is letting them know that now they have to apply for these. They're no longer preapproved until we run through another credit prescreen at the end of this campaign and refresh the offers appropriately based on their new situation.

We can configure these buttons in a few different ways. Maybe they want to consolidate some debt too. They're going to click the apply button, and our default workflow is very simple. It says, "It looks like you accepted the new auto on 17th, so you're no longer preapproved for the debt consolidation loan, but let us know how much you'd like to borrow, and we'll contact you and let you know if we're going to take care of that for you." It's a very easy process. The customer feels like they're taken care of. It's two clicks and they're done, and you receive that request as another lead. In this case, it's an application request.

With that, you can opt to run an application on behalf of that customer and then call them back with a decision, or take care of that request however you'd like. In some cases, we have clients who are willing to fund multiple loans under the previous screen f we defer to your appliance department and your procedures for how you handle those requests.

The other thing we can do with these buttons is we can configure them to link directly to any other web page or URL that you have. Obviously the best use case there, link it to your online loan application. They click that link, the loan

application pops up; they fill out your online application and receive their response that way. There are different options here.

A lot of information on this page is also variable and configurable. With the messaging up top and the messaging on the bottom, you can craft a message that fits your brand and your needs, the images and everything, and obviously the product types are configurable as well.

Stephenie: Hey Dave?

Dave: Yeah?

Stephenie: One of the questions that we get a lot of time talking about the solution with clients is how do clients handle the back room? One of the ways that I respond to that is usually, this is like any other lead program or any other preapproved program that you're running. It would run through the same back room function. Do you have any other insights on how the back room functions upon receiving that PDF?

Dave: Sure. We have different clients who approach it in different ways, but I think the best practice is to take that lead. The lead will arrive in an e-mail box or e-mail boxes of your choosing, so you have the ability to push that lead into an e-mail cue that can be accessible by whichever team member you need that to be. We see a lot of our clients using the call center as the first line of support, so that the call center can reach out and initiate contact and then filter that lead to the lending personnel. In other institutions, the lending department takes that lead directly and responds, and we even have clients that utilize outsource call centers and such for taking care of those requests.

At that point, we can also streamline the process in many cases depending on your loan origination system and the capabilities there. We will provide a list at the beginning of each campaign, which is what we call our append file. That file contains a full list of everybody who has been preapproved and all the products that they've been approved for. You can append any back office systems like an LOS, you core, or any SCRM system with that data so that you can further use that in your process. Does that answer the question?

Stephenie: Yeah, I think that's helpful.

Dave: One thing I also want to point out here, which Stephenie alluded to earlier as well, but a motorcycle loan or an RV loan aren't products that typically receive marketing support, but it's not going to cost you anything extra to present those types of offers, and you never know when somebody is someone who would

ride a motorcycle. There's not a lot of data out there that can point to that unless they already have a motorcycle loan on the books. Since it doesn't cost more to offer those, you can present those options.

What we're doing here is we're not saying, "Here are eight preapproved loans," we're saying, "Here's a bunch of options of preapproved loans; choose one." It's choose the product that fits your needs today, and then we'll reassess your situation, present you with a new, fresh set of preapproved offers and options at the end of this campaign and the beginning of the next. We'll keep that conversation going and make sure that you're maximizing your products per household and that you're also addressing your customers' needs as they need them.

Moving on, I'll go to this one here. This is just another interface that we have for online banking. It's what we call our compact widget. It's the same type of functionality. It's almost identical in the functionality, but we can place a smaller box in different locations within your online banking platform. In this case, this particular widget is what we call "skinned." It has the interface necessary to place it inside of digital insight account summary screen right next to the account balances and all the other functions that people see when they first log in. That gives this widget great visibility up front and immediately when people log in. They don't have to visit the tab; they can see these offers and they're placed right in the mix with their other account balances.

If somebody doesn't have a preapproved offer to display in any of these interfaces or if there are no offers approved for this customer, this messaging is replaced by what we call our no offers messaging. What this is, is an infinite lead configurable message. It's really whatever you want to put there. Is it a banner advertisement to promote checking accounts, or is it something about a current promotion that you have going or a special? It's really up to you. It becomes a marketing canvas that you can use.

We also have clients that use it to link out to applications for those who are not approved. They can still promote the loan products through links to online applications. There are a lot of different uses, and we help you strategize to ensure that you're getting the most out of that real estate. It really is valuable real estate. It's behind the authentication. It gives you the opportunity to present something personalized and of substantial value within this space.

If I want to accept an offer from here, it's really the same thing. I want to consolidate debt, and we can see exactly how quickly I can do this and how easy we've made it. I want to consolidate $12,000 and I want to do it at 24 months. There's my payment. I agree to the terms. I accept the offer, put in my phone

number, and I'm done. That was maybe 15 seconds and you just sold yourself a consolidation loan. That person is happy and well taken care of, and this offer has been redeemed like we saw before.

If they go to the other tabs interface, if they call the branch, or if they go on to their mobile device, this new situation is reflected in real time across all channels. You can be assured that if this person accepted an offer here and then they jumped over to their mobile app to try and accept an auto loan offer, this debt consolidation has already been marked as redeemed and the auto offer has now been replaced with an apply button.

Here is the mobile SSO. This is, again, inside the digital insight environment here, but the functionality is the same across all different platforms. This is a responsive web design. This is I-framed into the mobile app. It's skinned to look so that the interface blends into the host environment, whichever provider you're using, and it will format itself to both smart phone and tablet apps. It's used for mobile or tablet. As it formats itself, if it moves into a larger screen size, the messaging gets longer, and you have more of an opportunity to present more of a message. The interface itself changes from this stacked type of presentment to a tile type of interface.

There's a direct call button here that's configurable. They just tap that and it's going to dial whatever number you would like them to dial if they have questions. Imagine that your customer is at the auto lot or maybe they're at Home Depot and they're contemplating taking out that Home Depot financing. Instead, you can be there in their purse or pocket with your product line accessible in just a moment's notice.

You can see it's not calculating the payment on HELOC, and this is because it's a revolving line of credit for VISA cards and HELOCs. You have the ability to turn off that loan calculator if you wish so that it's not showing them their maximum payment when it defaults to $50,000. We don't necessarily want to display their payment at $50,000, because they're going to be working up to that amount over time.

In this case, we have an extra field that we're requesting here. You can see that we're asking for income and we can do that type of thing as well if you want to collect additional data – income, data of birth. I'm using my real birthday here so that you can all send me birthday cards – May 14th. They're done.

If you can't make a mobile loan access that simple, you're really not going to win in the mobile environment. A mobile loan application is not a user-friendly experience, even if you can make it return an instant decision on an application,

as far as the consumer is concerned, that's still an application and an application is a friction point that I'm not too interested in doing on my mobile device, but if you can make it easy and make it 10 seconds and a few clicks and they have what they need, that's how you drive revenue out of the mobile device. That's exactly what we do. We turn this mobile app from a cost, something that you're used to getting billed for every month, into a profit center. You'll drive revenue. You'll drive significant loan volume right out of this channel. Are there any questions on that before I move on to the cross-sell?

Stephenie: I think it looks good.

Dave: Okay, let's jump into this real quick. We'll take a look at this tool. It's actually really exciting. As much as the digital channels make everyone excited and the ability to drive revenue out of this, your sales team, front of house, and your call center are all going to love this cross-sell tool. It gives them a powerful sales tool that's really head and shoulders above what they're used to having and it's very, very simple. You can see I'm logged in as CUneXus and today I have zero sales.

This first screen that they see when they arrive in this dashboard is my personal sales stats and a leaderboard. My leaderboard shows top ten sales people in the organization, so you can incent a little friendly rivalry amongst your team or you can even use this leaderboard for internal sales promotions and such. Whoever is at the top three spots on the leaderboard at the end of the day Friday is going to get a gift card to Target, Starbucks, or something like that, but the process is very similar to what we saw on the customer's side. They would look up a customer name or just simply look up by account number, for example Drake Daugherty comes up. If we look by name and there are multiple people by that name, a list will show up here and you'll choose the appropriate one by address or customer number, and we can continue.

You can see here that Drake has a lot of preapproved loan offers. This is just a gold mine of cross-sell opportunity. As a sales person, I can know with confidence that I can make any of these offers and because they're preapproved and they're not invitations to apply, I don't have to invite someone to sit down, fill out a loan application, and possibly be denied. It's always going to be a positive experience.

If Drake were to walk into the branch and Drake's carrying a motorcycle helmet, I can key off that very easily and say, "Wow, Drake I see you ride a motorcycle. Did you know you are already preapproved for a $25,000 motorcycle loan at 4.5%? You don't even have to apply, so if you want to refinance the one you have or you're looking to buy a new one, I can take care of that for you today.

You don't have to sit down and fill out an application," and Drake says, "That's fantastic; that's a better rate than I have right now. Let's do it."

You can see that the offer has been added to my shopping cart here, and now I'm going to move forward in the process and choose my loan term, which calculates the payment. Maybe I don't need $25,000; maybe I just want $18,000. I can include a stated income or I can attach a proof of income. Everything in here is optional.

I can write some notes. "Drake wants to re-fi his motorcycle," and I continue, confirm it's correct, and I'm done. At that point, the lead has been sent. That lead gets pushed again to whatever channel or whatever cue you want it to go to, and more importantly for our sales person, they have credit for that sale today. We're tracking each salesperson's activity by loan volume, number of loans sold, and we can track by branch, channel, or how is mobile banking doing versus online banking? How is branch one doing versus branch two? How is Ben Martin doing versus CUneXus super admin?

All of that can be tracked inside dashboard that you have visibility into. Think of it as sort of like a Google Analytics dashboard where you see graphs and metrics in real time to gauge your performance. I think that's probably all that I have time to demo today. I'm going to throw it back to Stephenie unless there's something else, Stephenie, you'd like me to show.

Stephenie: No, I think Eric will defer for any questions that we might have on the material that was presented here today.

Eric: There are no questions at this time, Stephenie.

Stephenie: For questions, as the screen indicates, you can use the question portion. Great, we did get a question in regarding how this is priced. This solution is priced all in. There is a component on a price per approved member or customer, and then there's a set-up charge. That price per approved customer includes as many offers as they qualify for. It includes prescreening, direct mail along with e-mail, and the online and mobile banking presentment, and the cross-sell tool for your sales team.

Eric: Stephenie, what is the typical implementation timeframe?

Stephenie: Oh, that's a great question. What we're currently experiencing with clients is right at 10½ weeks. The only deviation from that might be if it was a new online banking provider to the solution where we have some dependencies for the online banking component, we might go live with direct mail and e-mail first.

Dave, that is a question that comes up frequently. I know that you all have had – we've had a couple of clients do it. I know you've had some clients as well where they execute the campaign without the SSO connectivity out of the gate – kind of a crawl, walk, run kind of approach. Do you care to share some of those findings?

Dave: Actually in a lot of cases, we find that to be a very effective way to roll the program out at a new institution. It really just depends. I think if your connectivity is available right now off the shelf – if you're a client of one of our partners for online and mobile banking integration, it makes sense to launch immediately, but you can get great results out of a direct mail and e-mail driven campaign.

We also have a landing page option that allows for digital redemption, which is a great tool to use in the interim, but if you're doing any sort of preapproved lending today, and typically that's done with a single product at a time, even if you do this approach, moving to multi-product direct mail with the e-mail and cross-sell tools in place, you're going to see substantially better return on your marketing dollars than the more traditional methods of single product, seasonally driven campaigns that are only taking advantage of a single channel.

Eric: I'll let you finish with your answer Dave. We just had a new question come in.

Dave: In most cases with new online and mobile banking providers, if it is one that we don't currently work with, it's not a substantial lift to get this program off the ground. There are only a handful left out there that we don't work with, and we see that it doesn't add a significant timeline to the launch. What might end up happening is if the first campaign goes out as a direct mail, e-mail, or cross-sell tool campaign, in many cases we're up and running by the second campaign with at least an online or mobile channel.

Eric: A new question has come in Stephenie. In comparison to traditional, preapproved, direct mail campaigns, what are the results you have been seeing for this solution?

Stephenie: Traditional, preapproved campaigns typically measure success to your existing account holder base, is somewhere around 150-200 basis points for a single-product campaign, which is considered tremendous success. What we're finding with this solution, we believe because you're providing consumers with choice, we're seeing 3% to 3.5% response rate on these campaigns, so there's significant improvement. We're also seeing costs per account less than $70.00, so there's very, very positive results for the clients that we're reporting on so far.

Dave: I would also add that those response rates are repeated over time, so if we're talking a 90-day campaign, that's a 3% to 3.5% response rate for that 90-day flight. The next campaign, the subsequent campaign, in all likelihood it will be an almost identical audience. You're going to experience that same result again, again, and again, whereas traditional campaigns are seasonably driven, you hit that response rate once during a set period of time and then the offers go away. These offers are always there, and that response rate stays very steady throughout the life cycle of the product and the program.

Eric: There's another new question that has come in. Can we request an onsite presentation?

Stephenie: Absolutely. We do these demos. You want to get with your Harland Clarke representative; they are able to schedule a time to come in and whether we can do it to your custom audience, so for your institution, if you have additional detailed questions as it applies to your institution, we're happy to answer those in doing a personalized demonstration.

Eric: Another new question has come in. This one is a little bit long. The last parts that you showed with the staff salesperson, can that be single sign on somehow, and where is that data stored?

Dave: Do you want me to take that one, Stephenie?

Stephenie: Certainly, Dave. That would be great.

Dave: As far a single sign-on for the cross-sell tool, not currently. It's not, at this moment, set up for single sign-on access. I will tell you that that is a request that we have from a few of our clients right now, so we'll be working toward a single sign-on capability for that. As far as the data host, all the data is hosted at Harland Clarke in the Harland Clarke data center. There is no personal identifying information or sensitive data pushed through any of these systems at any time, and that cross-sell tool has a high level of security to it. It's SSL encrypted.

Eric: There's one other new question. If we have an existing relationship with a credit bureau, can we continue to use that credit bureau?

Stephenie: With our full-service solution, we have the ability to tap into any of the three bureaus and deliver the data as you would expect with the same types of scores. We walk through the process with you. We deliver that through a credit aggregator and so we'll just walk through your credit criteria and provide you a

translation, but most clients are very satisfied in that process. We'll give it back to you Jeb to take us out.

Jeb: With that, I would like to remind you that we will be sending out a copy of the webcast in the next few days, both in a PDF format as well as a replay format. We'd like to thank everyone for attending to today. To learn more about Harland Clarke's loan solutions, visit www.harlandclarke.com. Thank you.