

# Digital Messaging

## Timely Messages for Loyalty and Growth

The overabundance of today's communication channels means that it's more important than ever to communicate effectively. Credit unions are demanding ways to efficiently and accurately deliver messages to members. Whether those messages pertain to phishing scams, community events, card activation or online banking, keeping your members updated and connected is critical to loyalty and growth. PSCU's Digital Messaging solution places dynamic power behind your credit union's communication strategy.

## The Power of Digital Messaging

### **Provides a Solid Communication Plan—**

PSCU's Digital Messaging Solution bolsters your credit union's Business Continuation Plan (BCP) by preparing you for emergencies that may impact normal operations. No matter when the emergency happens or where your members are located, you can quickly and clearly advise members of the information they need to know regarding your branch and general banking availability.

## Solution Summary

*PSCU's Digital Messaging Solution lets credit unions quickly and cost-effectively deliver a variety of informational and relationship-building messages to their members.*

- *Provides a fast, efficient method to reach members and credit union personnel with a customized message.*
- *Build member loyalty with a branded message to welcome new members, send birthday wishes and announce your special promotions and events.*
- *Grow member relationships with timely warning messages about phishing scams or non-activated accounts. Advise members of special financial education seminars or community participation events.*
- *Bolster your credit union's Business Continuation Plan (BCP) with back-up messages for circumstances that affect normal operations.*

# Digital Messaging

## **Fast and Efficient Messaging that Matters—**

Digital Messaging from PSCU enables you to quickly send thousands of automated messages to your members per hour, as needed. It also helps to deliver important message to members, credit union personnel, and vendors in a cost-effective manner.

**Set Up is Simple** — To set up Digital Messaging for your credit union, simply send us your calling list. You then have the option to customize your message or have our professional writing team script the message for you. You may choose between day or evening auto-dial messaging, and may even update your calling list on a daily, monthly or quarterly basis.

## **Every Second Counts. Plan Wisely.**

When a business interruption event occurs, your designated staff members can access our BCP hotline with a secure PIN and passphrase, and provide us the information you wish to convey. Within 60 minutes of receiving your information, our automated dialer begins delivering your custom message—up to 10,000 messages per hour, as needed. A comprehensive post-incident report is provided by PSCU after all messages are processed.