

Statement Solutions



A Surefire Way to Reach Your Members

Credit card statements are one vehicle that you know will reach its destination each month. Whether delivered physically in printed form or sent electronically, it's a near certainty that your cardholders will access their statement to check their balances and transaction activity on their cards.

PSCU's statement solutions make it easy for credit unions to instantly deliver cardholder billing information and targeted marketing messages in ways your members prefer.

Instant, Lower Cost Delivery of Cardholder Statements

Electronic credit card statements - eStatements – are more secure than paper statements delivered via mail and they are far more cost effective for your credit union because they require less effort and production expense. The more members who turn off paper statements when signing up for electronic statements, the more money your credit union can save and pass on to members in the form of higher yields on deposit accounts, lower loan rates and new products and services.

Solution Summary

PSCU's eStatements & Strategic Communications Solutions (SCS) provide credit unions with a cost-effective, secure, easy-to-use way to communicate directly with their members via channels you know they'll read. Credit unions benefit from:

- *Reduced costs for paper and postage*
- *Increased adoption of online banking by members*
- *Flexible vehicle for member engagement*
- *Higher member satisfaction and loyalty; better brand consistency*
- *Assurance that all cardholders will receive a statement*
- *Ability to differentiate from other financial institutions*
- *Lower marketing costs by replacing inserts with images directly on the statement*
- *Strengthen member relationships by providing FICO® Scores and educational information on your paper statements*

Statement Solutions

Convenience and Security for Members

eStatements represent the most secure solution for delivering cardholder information, a proven way to realize credit union savings and comply with new credit card regulations. Members realize several advantages with eStatements:

- Less opportunity for mailbox fraud or identity theft
- Less paper clutter and better organization
- Safe, secure long-term statement storage

One Delivery Point

Credit unions can deliver eStatements through a single platform called Strategic Communication Solutions (SCS). Cardholders from credit unions using the SCS platform receive a PDF version of their enhanced SCS statement.

Personalize Statements for Deeper Member Engagement

SCS lets credit unions manage the content of their credit card statements at the cardholder level. With SCS, credit unions can customize marketing campaigns based on cardholder characteristics such as age, ZIP code, state, or credit score and include personalized text and full-color images.

Provide your members with free access to their actual FICO® Score on their paper statement with PSCU's FICO® Score Open Access solution. These innovative functionalities gives you a competitive advantage by providing high quality individualized service to your members.

Cost-Effective Statement Delivery with Custom Messaging

SCS replaces inserts with full-color images and messages directly on the statement, which saves time and the expense to print, ship, and store statement inserts. You can communicate directly to students, small business owners and employee groups by tailoring content to each segment with your own specific criteria groups.

Promote Your Products and Services

SCS reinforces your marketing initiatives by giving you the ability to cross sell other products, services and events. Use vibrant statement graphics and messages, for example, to promote a car sale, a new branch opening or your great certificate rates.

SCS Statements Provide Enhanced Electronic Services to Cardholders

- **Undeliverable email monitoring** – Cardholders receive a paper statement following multiple failed attempts to notify them via email.
- **Bad email address letters** – PSCU sends a letter to members whose email address fails at the time of enrollment confirmation or upon notification that their statement is ready.
- **Delivery preference letter** – PSCU sends a confirmation letter to cardholders when they make changes to their statement delivery preferences.
- **Delinquency management** – Delivery of eStatements automatically deactivates while an account has a delinquent status; eStatements automatically resume when the delinquency situation cures.