

Outbound Services

Reach Out to Your Members the Easy Way

The average number of accounts per customer at a bank is roughly three times that of the average credit union member. With credit union membership on the rise, however, there's never been a smarter time to approach these members. TMC's Outbound Services is the easy, effective and cost-efficient way to reach out to your members.

Custom Campaigns, Smart Technology

TMC's Outbound Services representatives apply a credit union's custom scripting, message and tone to every outreach interaction. Dialer technology and skilled staff keep costs to a minimum and maximize campaign productivity. Leveraging TMC as an information distribution and marketing channel invigorates a credit union's member contact strategy to generate greater revenue, gain operational efficiency, and increase member satisfaction.

TMC's Outbound Services solution helps credit unions:

- Obtain higher solicitation response rates
- Take new services to market faster
- Generate more up-sell and cross-sell opportunities
- Make members aware of new product announcements, regulation changes and other noteworthy developments at the credit union

Solution Summary

TMC's Outbound Services are fully tailored to your credit union's needs.

- *Initial consultation to understand your campaign's objectives and target audience.*
- *We'll help you develop calling strategies designed to maximize results.*
- *We'll work with you to customize the script, messaging and tone to match your credit union.*
- *While under way, we'll provide results as necessary for each particular campaign.*

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A Collaborative Approach

Each credit union approaches their member contact strategies differently. That's why TMC's Outbound Services solution uses a consultative approach to fully understand the purpose, target audience and objectives of each outreach campaign and how results will be measured and reported.

From designing the appropriate calling strategies to fine-tuning the scripts representatives use, TMC's outreach efforts reinforce the credit union's brand and commitment to helping members.

Once a credit union's campaign is under way, TMC communicates regularly with the credit union to provide feedback. This iterative process lets TMC and the credit union work closely to refine the outbound effort for maximum results.

Campaign to Cover Every Angle of Your Business

TMC's Outbound Services campaigns are as varied as the objectives they are designed to fulfill.

- **New member welcome calls** – With over 70% of cross sales occurring within 90 days of account opening, a welcome call unlocks opportunities that many overlook.
- **Satisfaction and loyalty surveys** – Member feedback helps you reward your staff, identify opportunities for improving services and increase member loyalty.
- **Informational calls** – Update your members about important upcoming events affecting

them, such as core banking conversions, bill payment and online banking conversions and more.

- **Card compromise** – Contact your members faster and increase their satisfaction through contact with a live agent in the event of a breach.
- **Auto recapture** – We will proactively contact your members with loans at other institutions to offer them better terms by refinancing through your credit union.
- **Dormant accounts** – Remind those inactive or dormant account holders of the advantages your credit union has to offer.
- **Collections** – Give your members gentle reminders of overlooked payments to reduce delinquencies.
- **Relationship building** – Solidify your member relationships by promoting extremely competitive rates, member-focused services and personalized product offers.
- **Product/service awareness** – Keep your members informed of your latest products and services.
- **Share draft acquisition** – Maximize your loan-only relationships by targeting the member's primary deposit account. Members with two or more products have 37% less attrition than single-service members.
- **Timely credit offers** – Our relationships with preferred credit bureaus help pinpoint your members who are shopping for loans. That way you can target them before you lose them to the competition.