



Member Megaphone Frequently Asked Questions:

- 1. Which core processing platforms are currently compatible with Member Megaphone?**
 - a. Currently, Member Megaphone has integrated with Fiserv DNA. As we explore interest with credit unions, Member Megaphone is excited to expand to other cores. Please contact us to discuss your credit union's core system in order to help us evaluate the best next steps.
- 2. When will other core providers become compatible with Member Megaphone?**
 - a. Based on credit union interest we receive, we will launch integration efforts for additional core processing systems.
- 3. How do we get started with implementation and how long will it take?**
 - a. Come play with us! As soon as we receive a signed Commitment to Test Agreement, we can begin conversations. Software implementation will be coordinated directly with our development partner, Finivation. For initial testing, there will be very little implementation. Please be prepared to engage resources during the implementation timeframes, which are typically between one to three months.
- 4. What personnel resources are needed to test Member Megaphone?**
 - a. First, we will establish communication with a resource from your technical team to help us with Quality Assurance Testing (QAT). As we move to User Acceptance Testing (UAT), you will want to engage representatives from the front line, and/or from Marketing. We recommend that someone from the Marketing department be available to support the edits of marketing campaigns and offers. Thus, you may choose to have the Marketing department manage both UAT and Marketing preparations.
- 5. What resources will be available to help market Member Megaphone?**
 - a. Prior testing has shown that a critical component of success with Member Megaphone is when testers have built a landing page and implemented a solid marketing campaign with appropriate incentives. To support this need, Filene will have a portal available for testers with marketing templates that can be white labeled.
- 6. How will I know what to test?**
 - a. Filene and Finivation will provide you with testing scripts to conduct both Quality Assurance Testing, which focuses on providing feedback on the look and feel of the technical aspects of the software, and User Acceptance Testing, which is applying the software to real-world scenarios.



7. How will I record my feedback?

- a. Filene and Finivation will provide you with access and training to a web-based tracking and communication system.

8. Once Member Megaphone is implemented, how much time is required to support the system?

- a. Once Member Megaphone is implemented, it becomes a fully-automated system. Internal operations will require minimal employee oversight because referral tracking is handled systematically and in real-time. Your Marketing department will manage campaigns and offers when necessary.

9. What types of reporting requirements are there?

- a. In order to accurately assess the success of Member Megaphone, we would like to collect basic information, most of which can be automatically pulled through integration with your core processing system:
 - i. Details of the marketing campaigns, i.e. landing page, incentives offered, etc.
 - ii. List of members given a referral code (and what constitutes them being able to get a code, e.g. Net Promoter)
 - iii. Referral rate for each member
 - iv. List of new members from a referral code
 - v. New member cross service ratio/average products
 - vi. Deposit balances of new members at 90 days or X date of testing
 - vii. Loan balances of new members at 90 days or X date of testing
 - viii. List of closed members within 90 days or X date of testing
 - ix. Year over year growth in social media followers, broken out for each social media channel – with Member Megaphone and without Member Megaphone
 - x. Year over year growth in new members – with Member Megaphone and without Member Megaphone

10. How will my data, especially member data, be protected?

- a. Filene and its program collaborators take information security very seriously. No member specific financial information is provided to Filene as part of the regular data collection process.
- b. Second, even though member specific financial information is not included in the data collection process, testers and program managers will take an additional security measure to protect sensitive information. We use an industry standard encryption tool called Delivered Secure to share all data internally.



11. What is required of us once we sign the contract with Filene?

- a. Everything is clearly laid out in our Commitment to Test Agreement. We ask you to complete the various reporting items discussed earlier in this document, to provide open communication throughout the testing period and to keep program configuration consistent during the testing period in order to facilitate our analysis of program performance.

12. Does Filene require a fee to test Member Megaphone?

- a. Filene does not charge fees for participation in testing Member Megaphone. Once the testing period ends, there will be a fee to use the software. As a tester, you will receive an additional discount on top of the traditional Filene member discount.
- b. It is important to note that your core processing and/or third-party providers may charge integration fees. Please check with those providers directly for details.

13. How many referrals must be placed during the testing period?

- a. There is not a minimum referral volume requirement in order to become a tester. We would like to have at least 200 referrals placed per tester during the testing timeframe in order to facilitate a more thorough analysis amongst all results.

14. What were the results of the Member Megaphone i3 and i4 study?

- a. Credit unions experienced 28% year-over-year growth in new members with Member Megaphone. Additionally, the average deposit balance was \$512 and the average loan balance was \$2,090 for the new members. Only 7% of the new accounts subsequently closed.
- b. One credit union identified a single current member who was directly responsible for referring 22 new members and indirectly associated with 161 new members.