eltropy **corelation**®

CORE DATA PROCESSING INTEGRATION

Engage More with Real-Time Text Alerts

Eltropy and Corelation partner to redefine Text alerts for credit unions. Using Eltropy's technology within Corelation, credit unions can send promotional Text messages to opted-in members and enable real-time Text alerts directly from Corelation's Keystone.

Exceeding Technology Expectations with Real-Time Text Alerts

- ◄ Send automated alerts based on changes to accounts on Corelation Keystone
- ◄ Instantly sync Text history to Corelation Keystone
- ◄ Record member opt-ins between Eltropy and Corelation to meet TCPA requirements
- ◄ Customize alerts in your Keystone and send out alerts via Eltropy
- ◄ Send real time alerts and schedule batch alerts.

and much more!

Enhance Member Experience by Providing your Members with information in real-time via Text.

92% members carry a Text-enabled phone all day

82% Individuals keep notifications enabled for Text

1 in 3 Consumers check their Text notifications within 1 minute of receiving

Annie Howard

Annie Howard
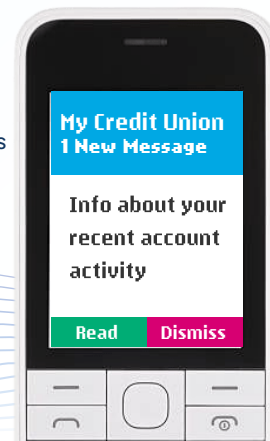+1 605 1234 567

Start the Conversation

Benefits

- By texting certain keywords to the short code, members can check their balance, recent transactions, and details of any loans they have from their credit union.
- Increase and update your opt-in contact list without any hassle.
- No more negative balance. Send instant balance maintenance alerts to members with a balance below 0 to stay on the positive side of the business.

No Smartphone? No Worries.

Your members can still stay in touch with your Credit Union via Text Alerts.

- 🔔 Daily or Monthly Balance Alerts
- 🔔 Balance Threshold Alerts
- 🔔 Payment Due Date Alerts
- 🔔 New Account Open Alerts
- 🔔 Fee Alerts
- 🔔 Transaction Alerts
- 🔔 Loan Over/Under Due Alerts
- 🔔 and more

My Credit Union
1 New Message

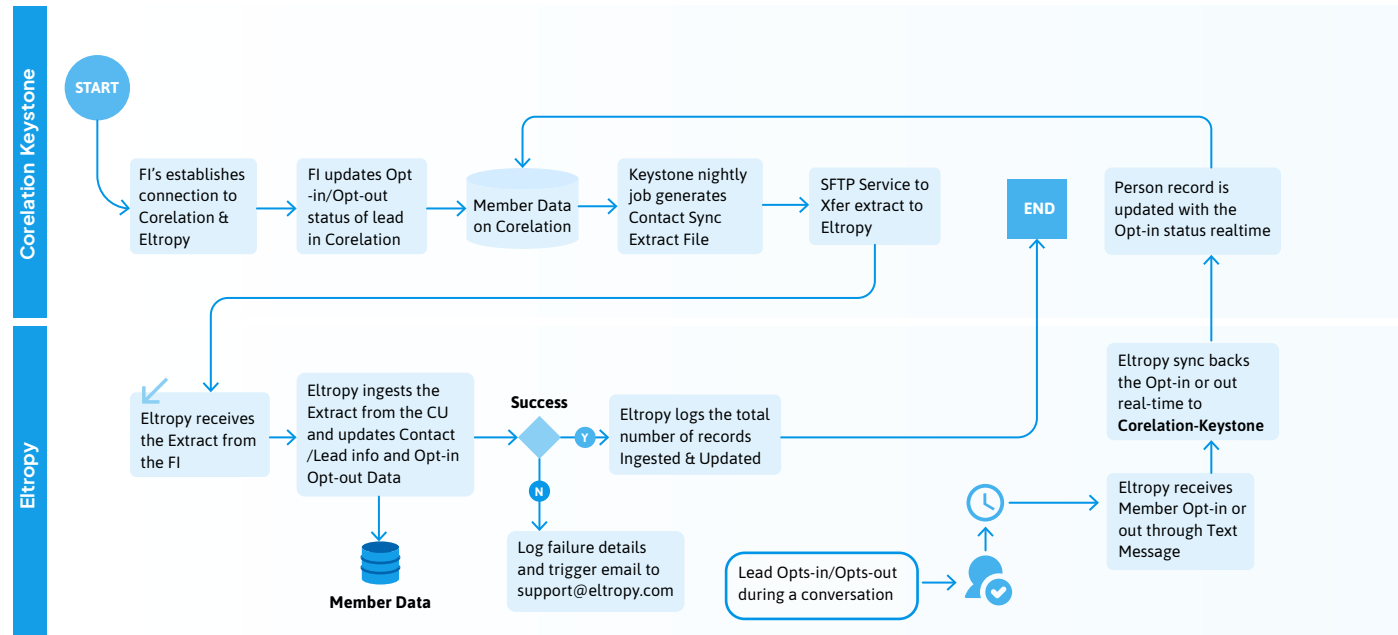**Info about your recent account activity**

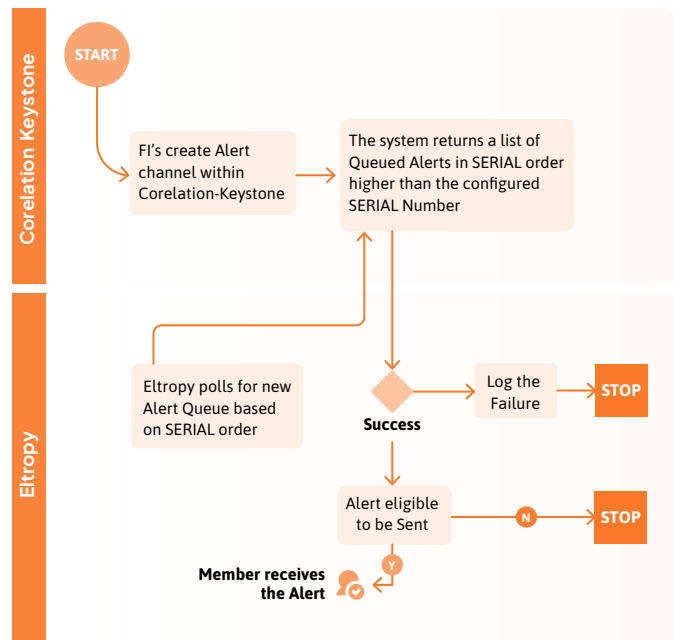**Read** **Dismiss**

How it Works?

As simple as 1,2,3...

- At the domain setting level Eltropy, users can configure the phone number/short code/toll-free number for sending out Text messages for alerts.

- The credit union then creates a KeyBridge instance.

- Once the instance is created, credit union will provide connected based information in order to establish connectivity.
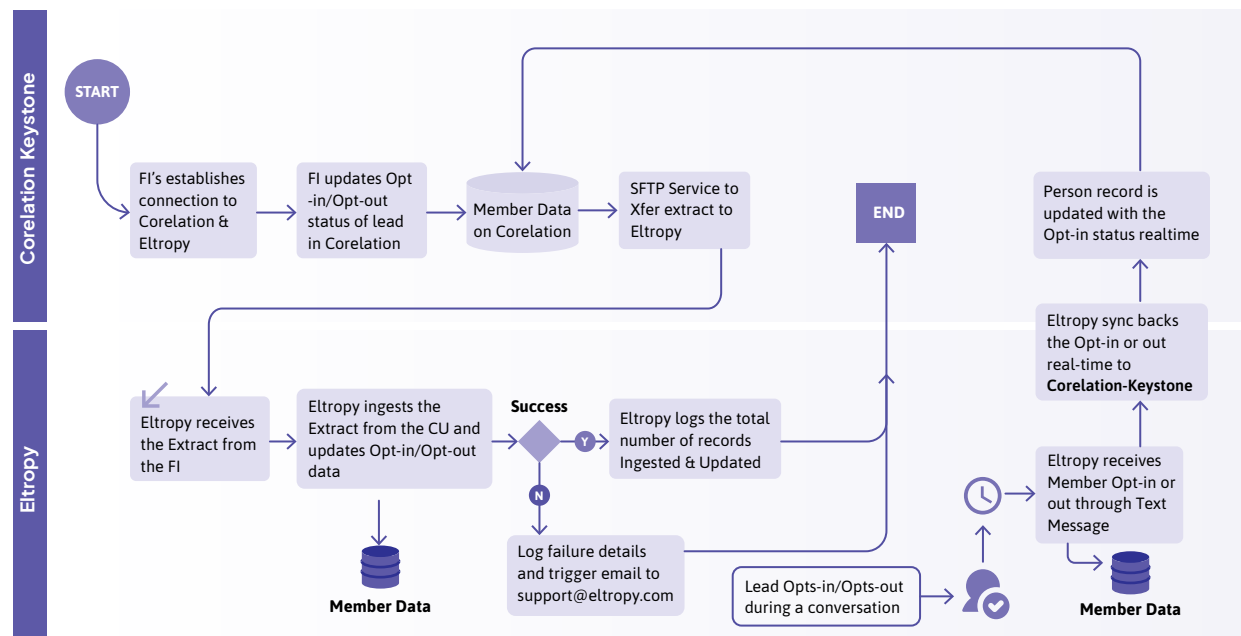
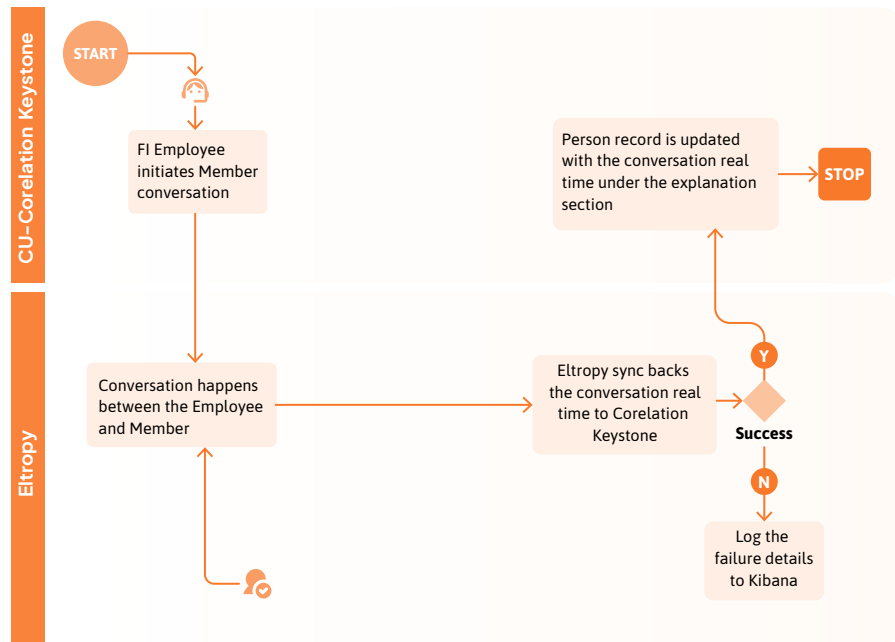   —— and it's done!

Sync contacts

Corelation Keystone

START → FI's establishes connection to Corelation & Eltropy → FI updates Opt-in/Opt-out status of lead in Corelation → Member Data on Corelation → Keystone nightly job generates Contact Sync Extract File → SFTP Service to Xfer extract to Eltropy → END

Person record is updated with the Opt-in status realtime

Eltropy

Eltropy receives the Extract from the FI → Eltropy ingests the Extract from the CU and updates Contact /Lead info and Opt-in Opt-out Data → **Success** → Y → Eltropy logs the total number of records Ingested & Updated

N → Log failure details and trigger email to support@eltropy.com

Member Data

Lead Opts-in/Opts-out during a conversation → Eltropy receives Member Opt-in or out through Text Message → Eltropy sync backs the Opt-in or out real-time to **Corelation-Keystone**

Realtime Conversation Sync

Corelation Keystone

START → FI's create Alert channel within Corelation-Keystone → The system returns a list of Queued Alerts in SERIAL order higher than the configured SERIAL Number

Eltropy

Eltropy polls for new Alert Queue based on SERIAL order → **Success** → Log the Failure → STOP

Alert eligible to be Sent → N → STOP

Y → Member receives the Alert

Opt-in Sync

Corelation Keystone

START → FI's establishes connection to Corelation & Eltropy → FI updates Opt-in/Opt-out status of lead in Corelation → Member Data on Corelation → SFTP Service to Xfer extract to Eltropy → END

Person record is updated with the Opt-in status realtime

Eltropy

Eltropy receives the Extract from the FI → Eltropy ingests the Extract from the CU and updates Opt-in/Opt-out data → **Success** → Y → Eltropy logs the total number of records Ingested & Updated

N → Log failure details and trigger email to support@eltropy.com

Member Data

Lead Opts-in/Opts-out during a conversation → Eltropy receives Member Opt-in or out through Text Message → Eltropy sync backs the Opt-in or out real-time to **Corelation-Keystone**

Member Data

Conversation Sync

CU-Corelation Keystone

START

FI Employee initiates Member conversation

Person record is updated with the conversation real time under the explanation section

STOP

Eltropy

Conversation happens between the Employee and Member

Eltropy sync backs the conversation real time to Corelation Keystone

Success

Y

N

Log the failure details to Kibana

Configure Automated Alerts based on Milestones

Add Alert Channel

* Channel Name
Eltropy

* Customer Care Group
Central team

* Corelation Alert Channel (Serial)
Alert Server (707)

* Channel After Serial
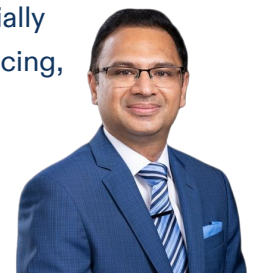0

Active

Cancel   Save

* Corelation Alert Channel (Serial)
Alert Server (707)

Alert Server Alert Channel (101)

Alert Server Mahalo Channel (501)

Alert Server Bankjoy (203)

Alert Server Enacomm (502)

Alert Server Eltropy (702)

Alert Server Q2 (801)

Hello Annie. Welcome to MYCU Text Alerts. Reply HELP to know more. STOP to Opt-out.

HELP

How can we help you? BAL – Account Balance LOAN – Loan offers Write to help@mycu.com if you still need support.

Integrating with one of the most popular core platforms used by credit unions, Eltropy envisions new opportunities to help credit unions enhance their member experience, especially for Marketing, Selling, Servicing, Lending and Collections.

Ashish Garg
CEO, Eltropy

Let's Talk

✉ team@eltropy.com

➤ eltropy.com/demo

For the first time, Credit Unions can engage members over Text messaging while using Corelation.