



## CORE DATA PROCESSING INTEGRATION

# Stay Connected to your Members with Real-Time Text Alerts

Eltropy and CUProdigy partner to put credit union members in the driver's seat of an excellent experience. Using Eltropy's technology within CUProdigy, credit unions can enable real-time Text alerts directly from CUProdigy.

### Exceeding Technology Expectations with Real-Time Text Alerts

- Send real-time alerts based on changes to accounts on CUProdigy
- Record member opt-ins and opt-outs to meet TCPA requirements
- Manage payment notifications and alerts
- Get members access to instant notifications on cheque deposits

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

**50%**

Reduction in Text costs

**35%**

Reduction in Short code costs



Hello Sophia,  
Your Account Balance as of 24-Feb-2021 is \$1497.45.  
Reply HELP to know more.



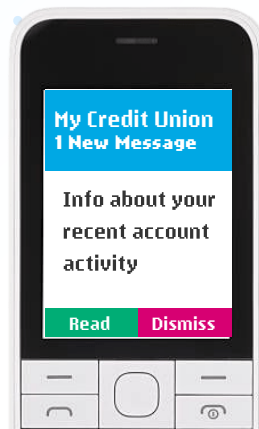
## Benefits

- 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



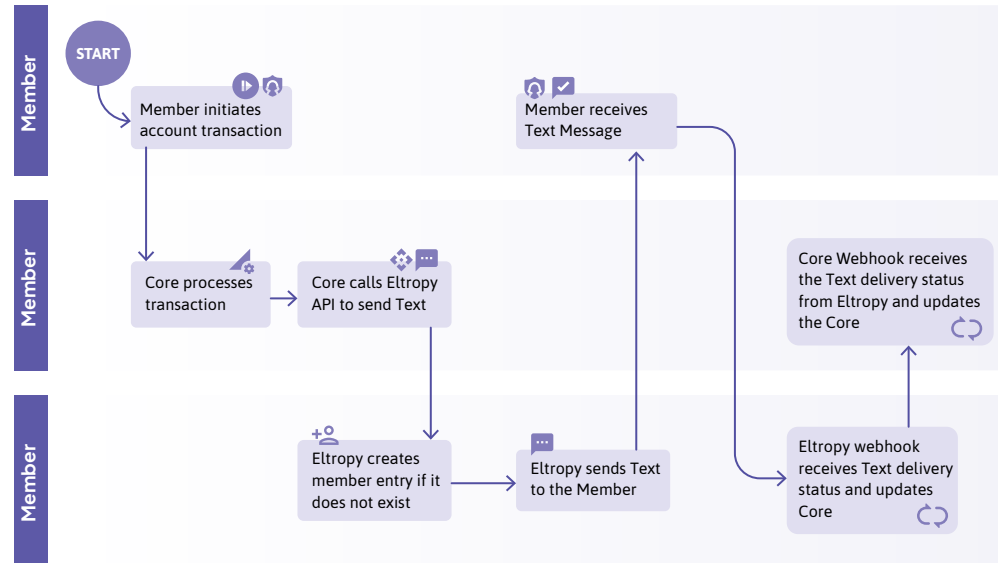
## How it Works?

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 an instance.
- Once the instance is created, credit union will provide connected based information in order to establish connectivity.

and it's done!

## Text Alert Trigger and Sync



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

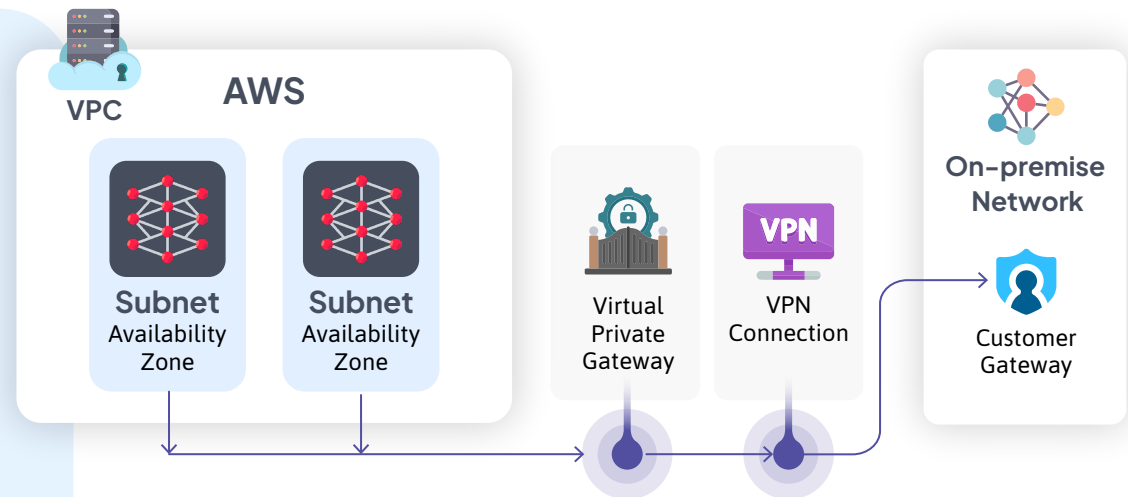


## Security is our #1 Priority

Security will be implemented at 2 levels:

- A mutually agreed authentication should be implemented on the Webhook URL. Recommendation HMAC-SHA1 signature match.
- Site to Site VPN Tunnel between CUProdigy and Eltropy will be established.

An Example Site-to-Site VPN connectivity



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

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