eltropy m MessagePay

Discover the Power of Payments via Text

Eltropy and MessagePay join forces to create fast, easy, and secure mobile payments for credit union members. This partnership will enable a text payment solution to provide a tremendous experience for your employees and your members.

Combining Text Message with Online Payments

- Send secure payment links to members
- Generate reports to review the amount collected from members
- Encourage members to reply if they have issues with payments and reduce future delinquency
- Track member logins and payments within MessagePay
- Scale conversational payment Texts by using Eltropy's Intelligent Virtual Agent to front the conversations for payment alerts and campaigns replies
- Personalized payment reminder text messages.

and much more!

Messages Filter ✕

Activity Type

Payment Reminder Alert ⌄

Cancel   OK

Advanced Filter Options
Easily filter and select activity in Eltropy's Messenger

Payment Success

Benefits

The days of forgetting payments are over. Now, it's easier than ever to receive payment reminders and keep track of all due dates.

Increase On-Time Payments	Reduce Overall Costs	Convenient and Fast
Provide Better Member Engagement, Experience & Service	Reduce Delinquency Rates, Collection Calls and Charge Offs	

Why Pay via Text?

98%
OPEN RATE
Meaning your customers will never miss your billing reminder

209% 💬
Higher Open-rate

📞 ✉️ 👎
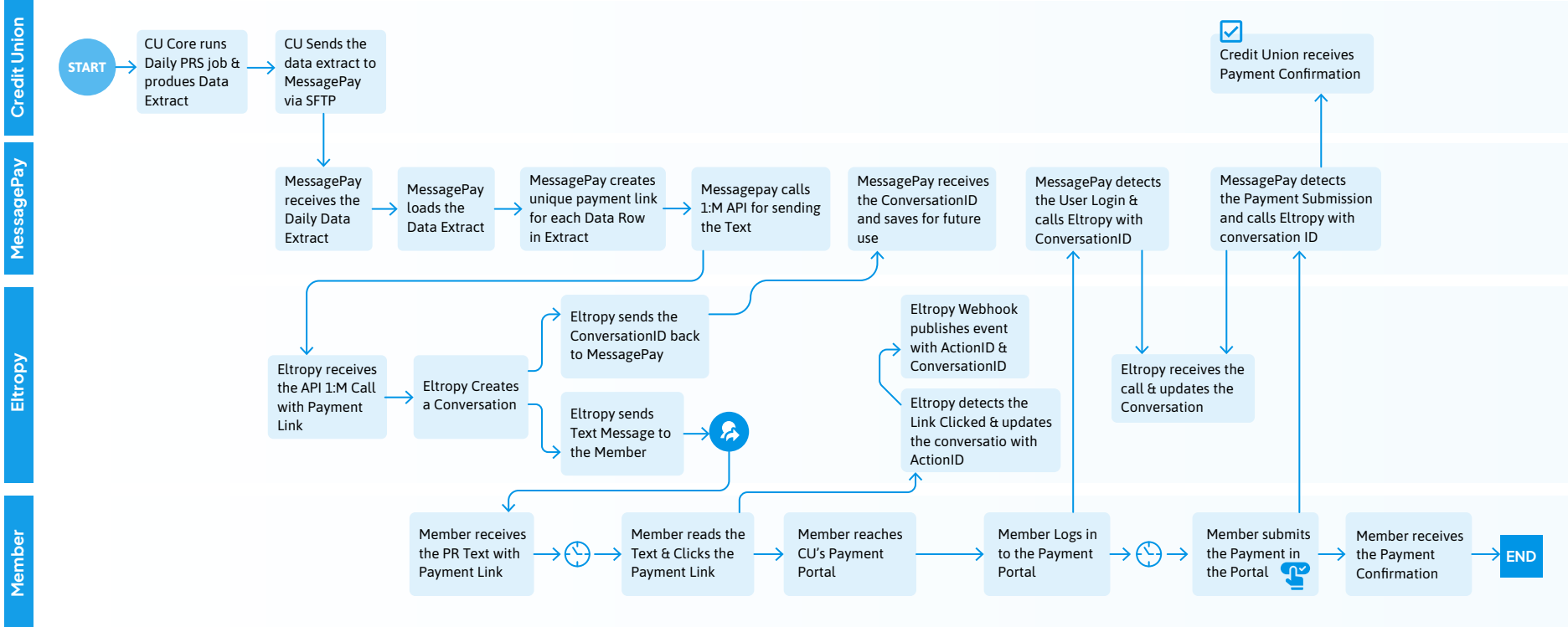Traditional Communication

Top Reason for late payments
Forgetting

Top choice for getting reminded for payments
Text
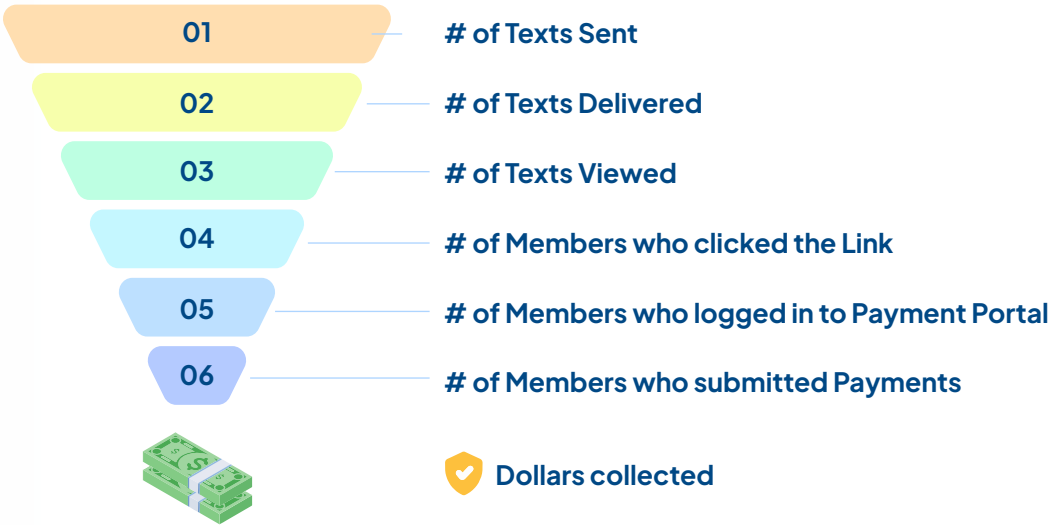
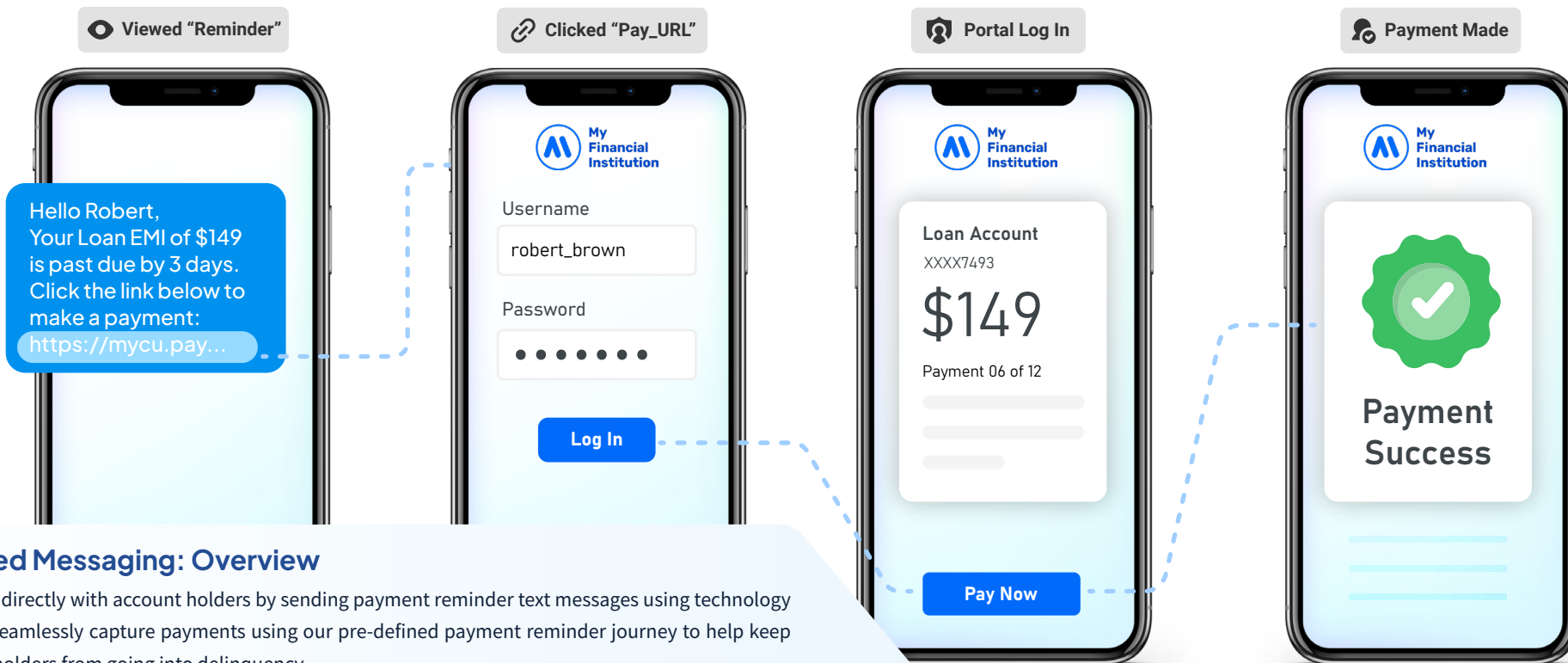**69%** people are more likely to pay bills on time by **Text.**

How it Works?

Automated 1:Many Payment Reminders

Credit Union

START → CU Core runs Daily PRS job & produes Data Extract → CU Sends the data extract to MessagePay via SFTP

Credit Union receives Payment Confirmation ☑

MessagePay

MessagePay receives the Daily Data Extract → MessagePay loads the Data Extract → MessagePay creates unique payment link for each Data Row in Extract → Messagepay calls 1:M API for sending the Text → MessagePay receives the ConversationID and saves for future use → MessagePay detects the User Login & calls Eltropy with ConversationID → MessagePay detects the Payment Submission and calls Eltropy with conversation ID

Eltropy

Eltropy receives the API 1:M Call with Payment Link → Eltropy Creates a Conversation

Eltropy sends the ConversationID back to MessagePay

Eltropy sends Text Message to the Member

Eltropy Webhook publishes event with ActionID & ConversationID

Eltropy detects the Link Clicked & updates the conversatio with ActionID

Eltropy receives the call & updates the Conversation

Member

Member receives the PR Text with Payment Link → Member reads the Text & Clicks the Payment Link → Member reaches CU's Payment Portal → Member Logs in to the Payment Portal → Member submits the Payment in the Portal → Member receives the Payment Confirmation → END

Stay on top of Collections with Comprehensive Payment Reports

Eltropy provides comprehensive payment reports to the credit union employees

- 01 — # of Texts Sent
- 02 — # of Texts Delivered
- 03 — # of Texts Viewed
- 04 — # of Members who clicked the Link
- 05 — # of Members who logged in to Payment Portal
- 06 — # of Members who submitted Payments

🛡️ **Dollars collected**

Viewed "Reminder"

Hello Robert,
Your Loan EMI of $149 is past due by 3 days. Click the link below to make a payment:
https://mycu.pay...

Clicked "Pay_URL"

My Financial Institution

Username
robert_brown

Password
•••••••

Log In

Portal Log In

My Financial Institution

Loan Account
XXXX7493

$149

Payment 06 of 12

Pay Now

Payment Made

My Financial Institution

Payment Success

Automated Messaging: Overview

Communicate directly with account holders by sending payment reminder text messages using technology automation. Seamlessly capture payments using our pre-defined payment reminder journey to help keep your account holders from going into delinquency.

1 Receive a Text

Account holder receives a payment reminder text message directly on their mobile phone which contains the Web Payments Portal URL.

2 Validate Identity

Account holder has to answer one security question to verify their identity and gain access to make a payment. Encryption ensures account holder's information is always secure.

3 Make a Payment

Account holder is able to view all their loan accounts and select an account to quickly and securely make a payment using previously stored bank accounts or make a card payment.

4 Receive Confirmation Text Message

Account holder receives a payment confirmation text message with pertinent payment details, once a payment has been successfully submitted.

> We wanted to communicate better with our members. We saw an opportunity with Eltropy to do that in a way that was flexible.

Matthew Schenk
VP of Enterprise Architecture
CU of America

The ONLY Text Payments Solution that works with MessagePay

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