



Witness Firsthand The Power of Payments via Text

Eltropy and SWIVEL, an SWBC company have joined forces to create the best, most convenient and quickest payment collection for credit unions. This partnership will provide the first-ever enterprise-wide text payments solution, **designed specifically for credit unions.**

Making Payments more efficient with Text Messaging

Send secure payment links to members

Generate a report to review the amount collected from members

Send payment reminder alerts to members

Encourage members to reply if they have issues with payments and reduce future delinquency

Track member logins and payments within SWIVEL

Scale the payment conversational Text by using Eltropy Intelligent Virtual Agent to front the conversations from Payment alerts and campaigns replies

Personalized payment reminders text messages

And a lot more!

Text Messaging is only the Beginning. Go Omnichannel with Eltropy

Be readily available for conversations beyond Collections on any channel your Members prefer.



Dear Claire,
Your payment is overdue by 5 days. Click the link to pay now securely.
<https://pay.mycu.org...>



Benefits

Open up new possibilities for your Members to make payments conveniently

- 💰 Increase On-time Payments
- 💰 Provide Better Member Engagement, Experience and Service
- 💰 Reduce Overall Costs
- 💰 Reduce Delinquency Rates, Collection Calls and Charge Offs

Text Payments – Economically better

25%

of the cost needed for automated voice services

10%

of the cost needed to pay agents to collect payments

35%

reduction in costs involved in staffing for payment collections

Viewed "Alert"

Clicked "Link"

98% Open Rate

< 3 mins to be Opened

How it works?

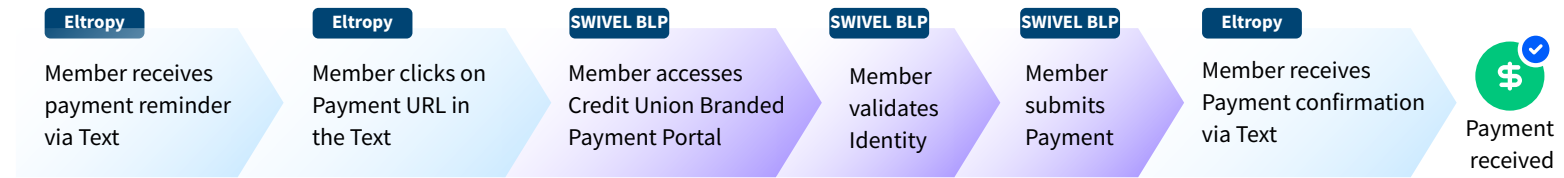
Payment reminders are generated based on payment due date and sent out to the members' cell phone via text message

Members receiving a payment reminder must meet a pre-defined business criteria based on the members payment due date

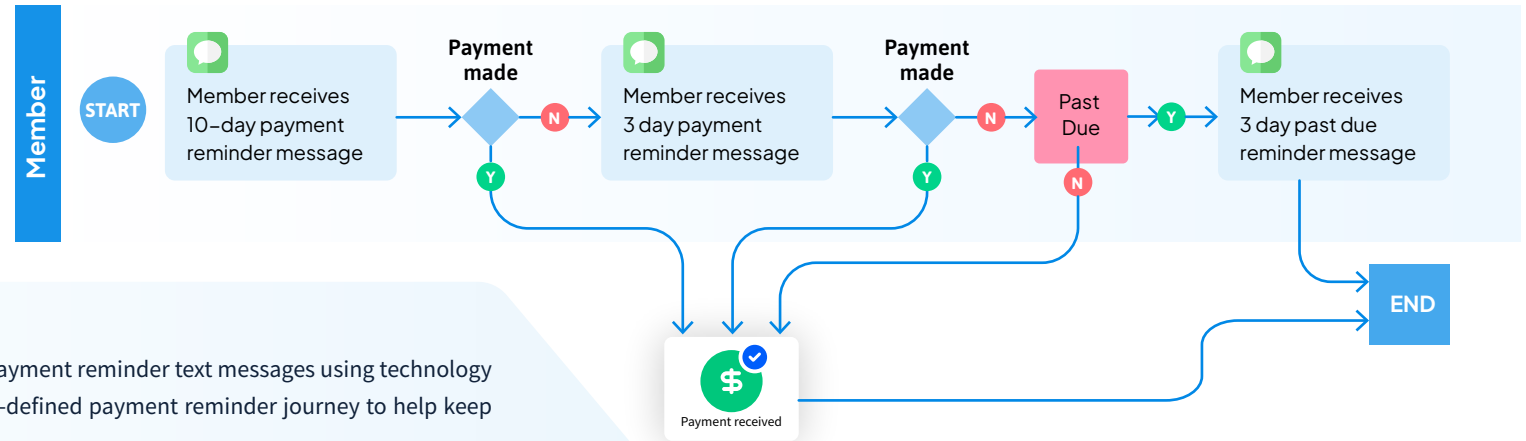
Only members with an upcoming payment due date will receive payment reminders (for example: 10 days prior, 3 days prior, and 3 days after).

The payment reminder message will contain a payments deep link URL, which will enable the member to make a payment quickly and securely.

Eltropy & Bacon Loan Pay (BLP) Engagement Flow

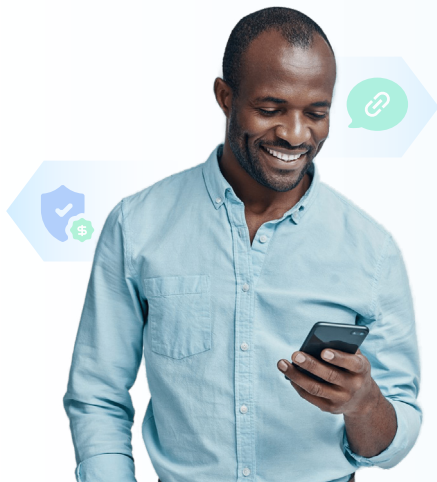


Payment Reminder Campaign Engagement Flow



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.

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.

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.

4 Receive Confirmation Text Message

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

Our partnership with Eltropy is based upon a shared vision to provide digital solutions that strengthen relationships between credit unions and their members.



Jason O'Brien
CEO, SWIVEL

The ONLY Text Payments Solution that works with SWIVEL

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