

# Journeys and New Member Onboarding

## About

**Journeys** are an automated, data-driven series of personalized messages.

Journeys are the focused approach to automated communications, doing a deep dive into a specific event in the member's life with a more intensive approach to data and personalization.

Leverage live data & dynamic content to provide unique, personal member experiences while working toward increased engagement and awareness of your organization.

## Deliverables

- Message Send Schedule with customizable Touchpoints and send dates.
- We build, run, and maintain message automations using your data to send relevant, curated content.
- Topic and quantity of content varies by request.
- We work with you to build out a send schedule that defines which members receive what messages and when.
- Monthly reporting offering details on email performance.

Examples of available Journeys include:

**New Member Onboarding:** Help new members understand your products and services and remind them to enroll in self-services like Online Banking, Direct Deposit and more.

**Plastics:** Notify members when a new card is ordered and include helpful information like destination address and printed name.

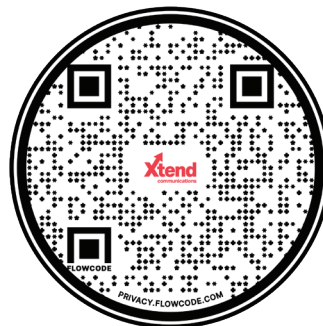
**Custom Journeys:** Cover topics that fit you and your member's needs.

## How it helps

Improves member retention and engagement through improved personalization and timeliness brought by data and automation.

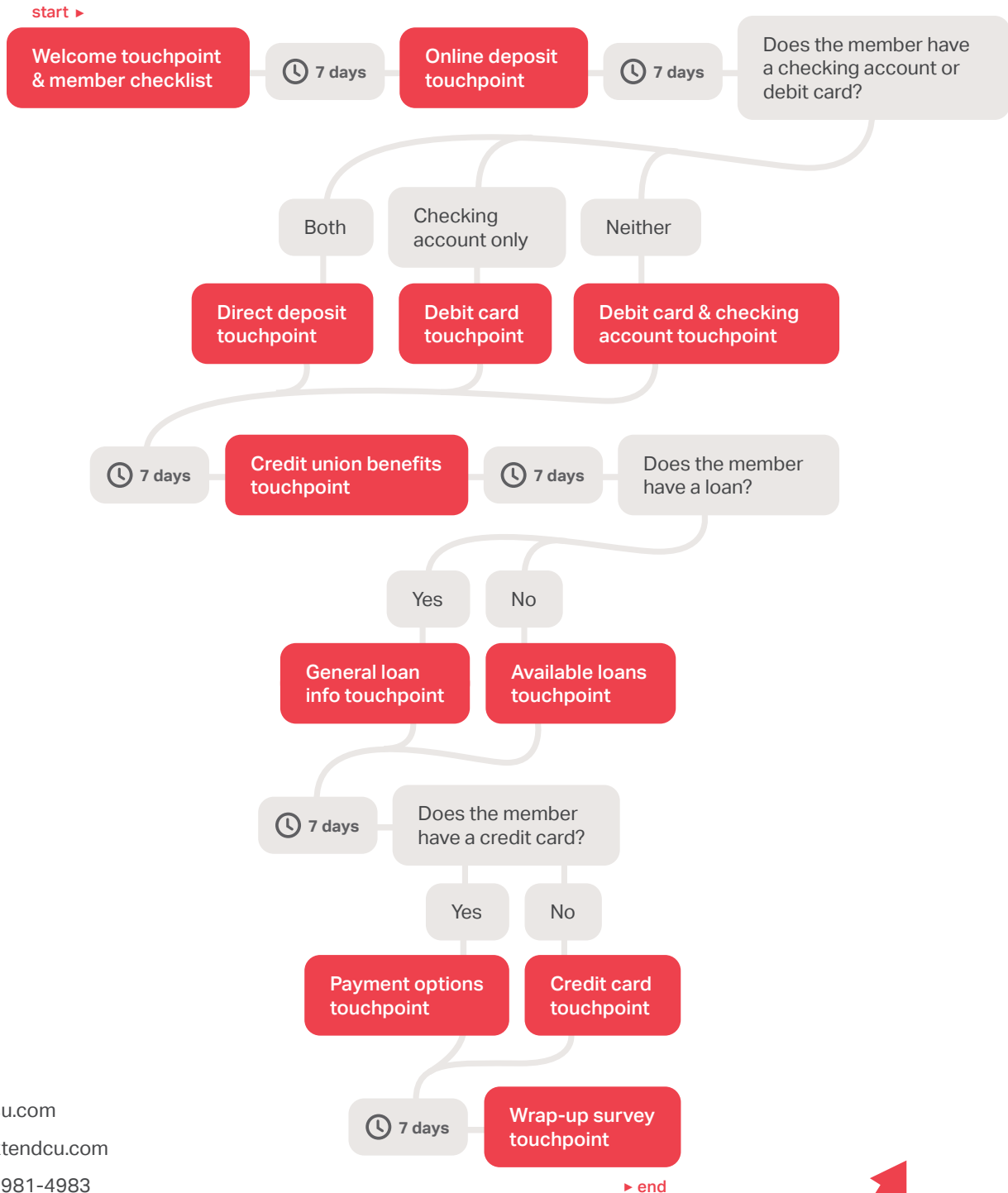
Message your members about things they want to know when they want to know it.

**See reverse** for a visual of the default NMO onboarding flow.



# The default New Member Onboarding flow

This an example of the default flow of New Member Onboarding. Timing, touchpoints and content can be fully customized to meet your needs.



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