

Spread the word with Branch ST Outbound Calls.

What is it?

Branch ST is Xtend's outbound call program. Calls are made to members to promote self-services, loan offers, offer assistance, and more.



What are the benefits?

Awareness

Guarantee that your members are kept in the loop on the products, self-services, promotions and courtesies you offer.

Accurate targeting

Specific calls are directed to members based on their existing membership history, enrollment, and more.

Leads

Leads are immediately delivered to follow-up teams to capture opportunities.

Relationships

Regular contact will keep your credit union top-of-mind and help members feel connected.

Triggered calls

- New Member Welcome & 30-day followup (setting up Online Banking and other digital self-services)
- New Loans & 30-day followup (thanking the member for their business, answering any related questions, payment setup, etc)
- Invalid Email (verifying email addresses)
- Email Opt-Out Request (verifying opt-outs and giving info about self-service options)
- Pre-Dormancy (calling members before their accounts are slated to go dormant to see about rebuilding the relationship)
- Bad Address (reaching out to members whose addresses are flagged as invalid to attempt to update the information)

Interested? Visit xtendcu.com/contact-center to learn more about our offerings!