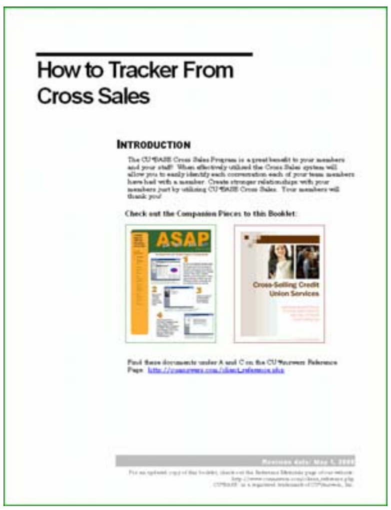
How to Work with Member Follow-ups

INTRODUCTION

Using the CU*BASE Cross Sales and Sales Tracker Programs are not only excellent ways for you to keep track of your sales over a period of time, but they can also be very effective tools when building your member relationship programs. Before reading this document please refer to the document "How to Tracker from Cross Sales."

http://www.cuanswers.com/pdf/cb_ref/HowtoTrackerfromCrossSales.pdf


How to Tracker From Cross Sales

INTRODUCTION

When creating the Sales Tracker from Cross Sales you may be thinking…

- If I schedule a follow-up, where do I go to see what I have created?
- What if I want to assign the Sales Tracker to another employee for follow up?
- How will this employee know I have done this?

This document will answer these questions and more.

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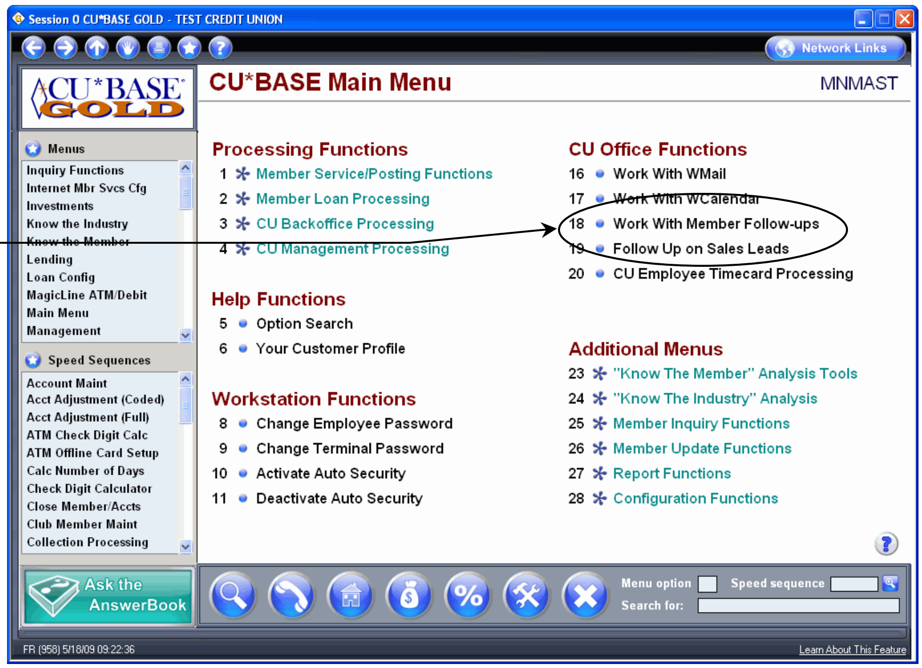
FINDING YOUR FOLLOW-UP

Begin in CU*BASE GOLD on the Main Menu (MNMAST).

- This is the first screen in GOLD. If you are not on this menu, select Main Menu on the left side under Menus or type MNMAST into the Speed sequence on the bottom right of the page.

Main Menu (MNMAST)

Select MNMAST #18-Work With Member Follow-ups.



Select the Work With Member Follow-ups option.

- Type the number 18 in the Menu Option field (lower right of the Menu screen) and press Enter or double-click “18-Work With Member Follow Ups.”

Or …

If a follow-up exists for a member, you can access the Follow-ups screen through Teller, Inquiry or Phone Operator. Just click on the Outstanding Follow-ups button.

Clicking the Outstanding Follow-ups button

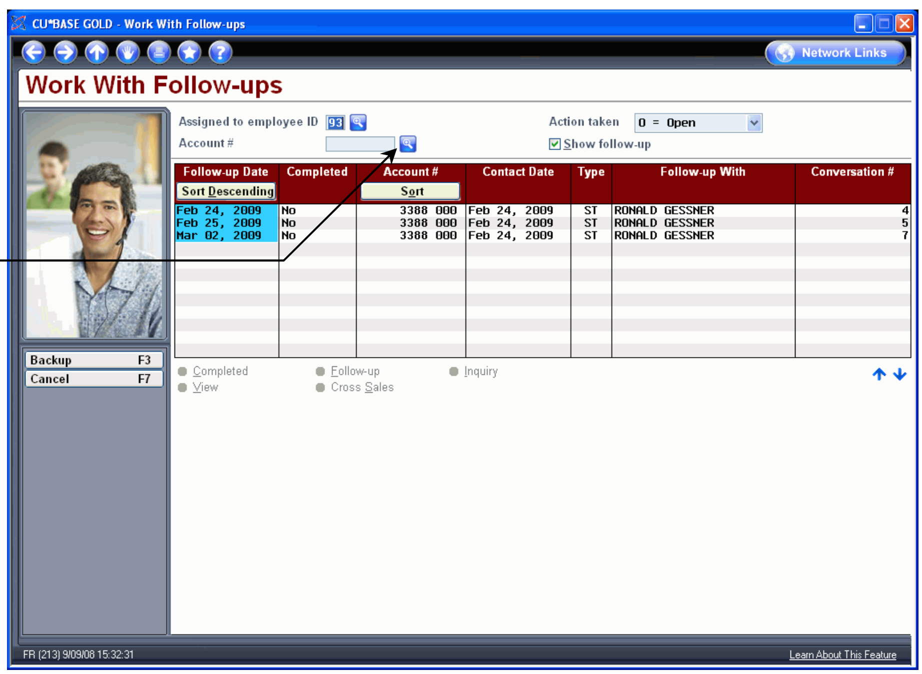
Click the Outstanding Follow-ups button to access the Work with Follow-ups screen while in Inquiry and Phone Operator. If accessing a member's account via Teller, use F17-Outstnd Fllw-ups.

- If you use Teller to service the member, use F-17-Outstnd Fllw-ups instead of using the Outstanding Follow-ups button.

The Follow-up Screen

When entering the Work Follow Ups Program, you will see the Trackers that are assigned to you.

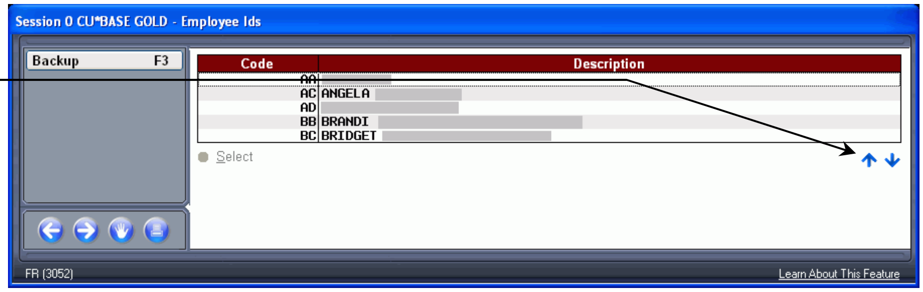
If the Employee ID is unknown use the lookup to view a pop-up screen with a listing of all of the Employee IDs.



If you would like to see the Trackers assigned to any other employee you must enter the two digit ID of that employee in the box "Assigned to Employee ID."

If the Employee ID is unknown use the lookup to view a pop-up screen listing the available employee IDs. Select the Employee ID from the list by double clicking the name or by selecting the name and clicking Select. If the Employee ID is not shown on the list, scroll down the list by clicking the blue up and down arrows.

If you don't see the Employee ID on the list scroll down the lists by clicking the up and down blue arrows.



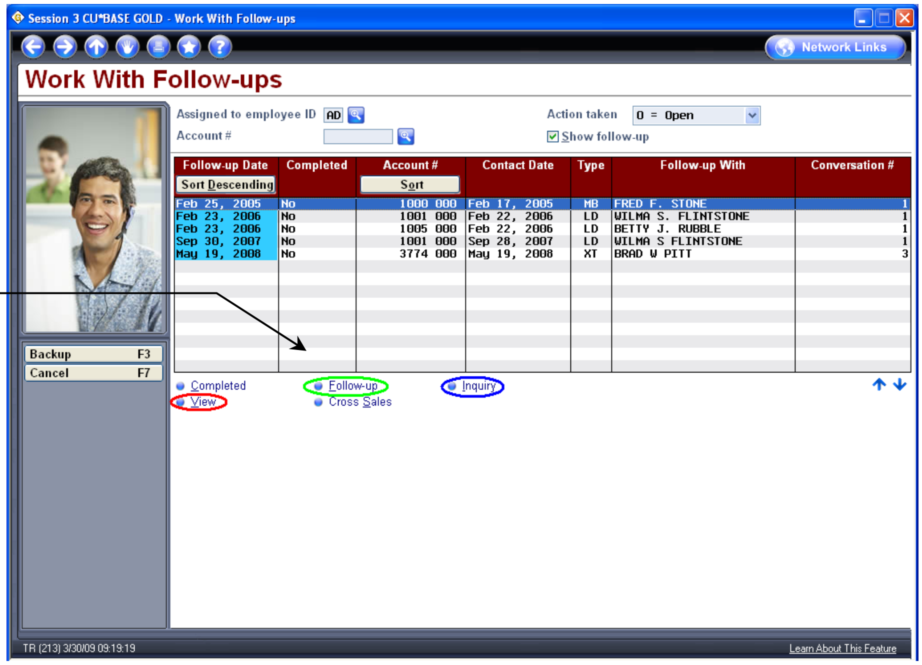
WORKING WITH YOUR FOLLOW-UP

There are a few things you can do to find out more information about your follow up.

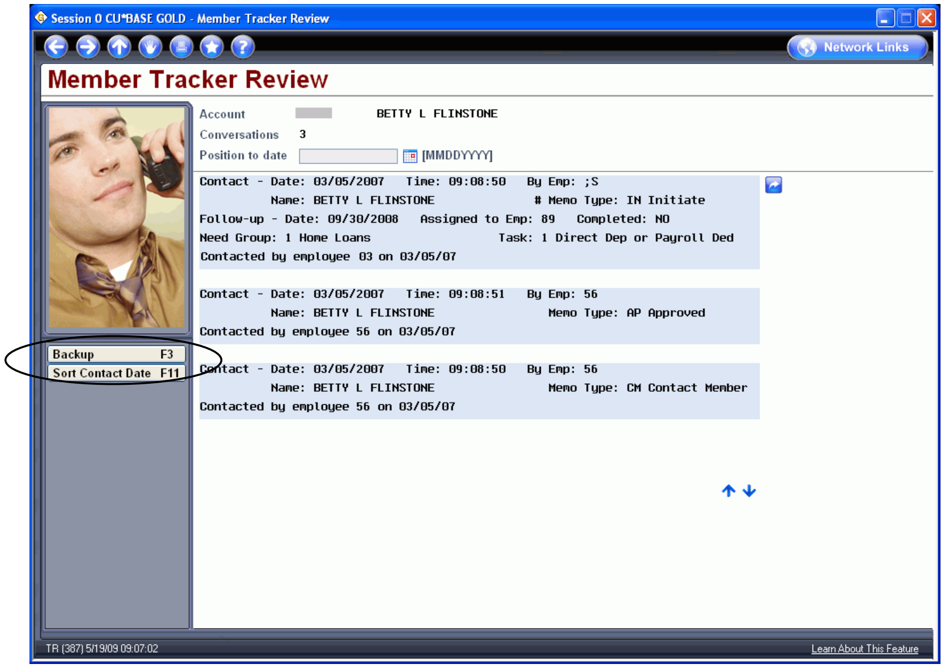
We will look at:

- View
- Follow Up
- Inquiry

Select the member and use these Options.



VIEW



The View screen is an overview of all the conversations entered to date. If there is more then one on the screen you can select your down arrow key to see more.

After viewing what the follow up required is click Backup or use F3.

INQUIRE

Hint: If there are existing comments the button will be blue.

The Inquire screen is where you can view the member's account to gain information to complete the follow up.

Here you may wish to check for other comments by using F1 or by clicking on the Comments Button. In order to exit this screen either click Exit or F7.

FOLLOW-UP

The Follow Up screen is where the Tracker is entered for your new conversation.

- The next step is to identify your "action code" or Memo Type. To do this, use the lookup next to Memo Type. Memo types will help you determine where you are in the relationship with the member. Select the most appropriate action code/Memo Type at this time.

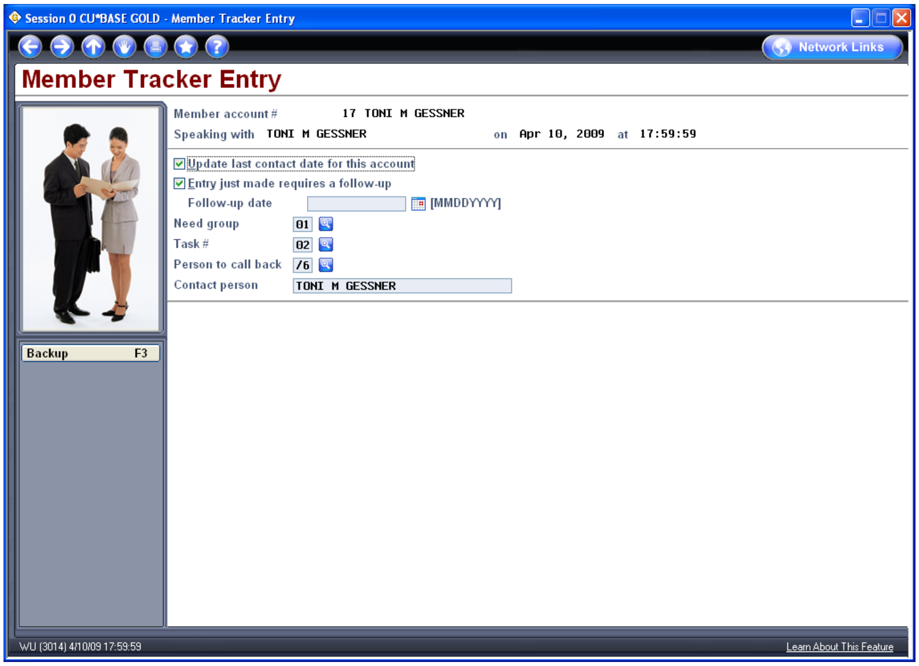
- In the smaller blue and white text fields at the bottom of the screen you will also see any previous conversations you have had with this member. If the Tracker is associated with a Cross Sales Need Group and Task you will see this information here. To see additional conversations, select the left and right arrow keys under the small blue box (on the left).

- Use this screen to type your text or the details important to this conversation that you are having with the member.

- When you are ready choose F5 Save Continue.

IS ANOTHER FOLLOW-UP REQUIRED?

The next Member Tracker Entry screen allows you to indicate if the member requires a follow-up. Here you will decide if you or another team member needs to call the member back or send more information. Or you may just want to check back at a later date in CU*BASE to see if any progress has been made with the sale or other type of conversation.



- Always leave the first box "Update last contact date for this account" checked.

- If entry requires a follow up, leave "Entry just made requires a follow-up" checked. (Uncheck it if one is not required.) Enter the follow-up date or use the calendar next to the field to select the date.

- The Sales Tracker Program has a great memory and will remember if your original conversation was created using CU*BASE Cross Sales. If they were previously used, the appropriate Need Group and Task will display here.

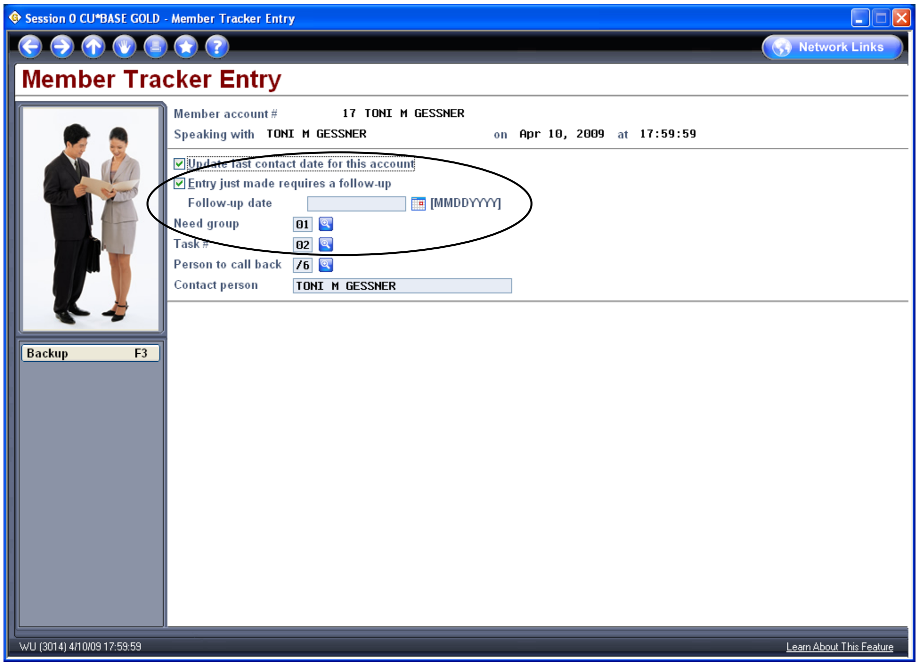
- It is not suggested this Need Group and Task be changed. If your conversation changes and you need to use a new Need Group or Task, you may change the Need Group or Task to reflect the change.

  For example: An employee calls a member who has expressed interest in saving for a new car by investing in a certificate. The Need Group and Task for the Tracker is "Certificate" and the intent of the follow-up is for the certificate. Mid-stream in the conversation the member states they received an inheritance and they are ready to purchase the car. The Need Group and Task changes from Certificate to Loan. Using the lookup next to the Need Group and Task fields the employee now selects the new Need Groups or Tasks associated with "Loan."

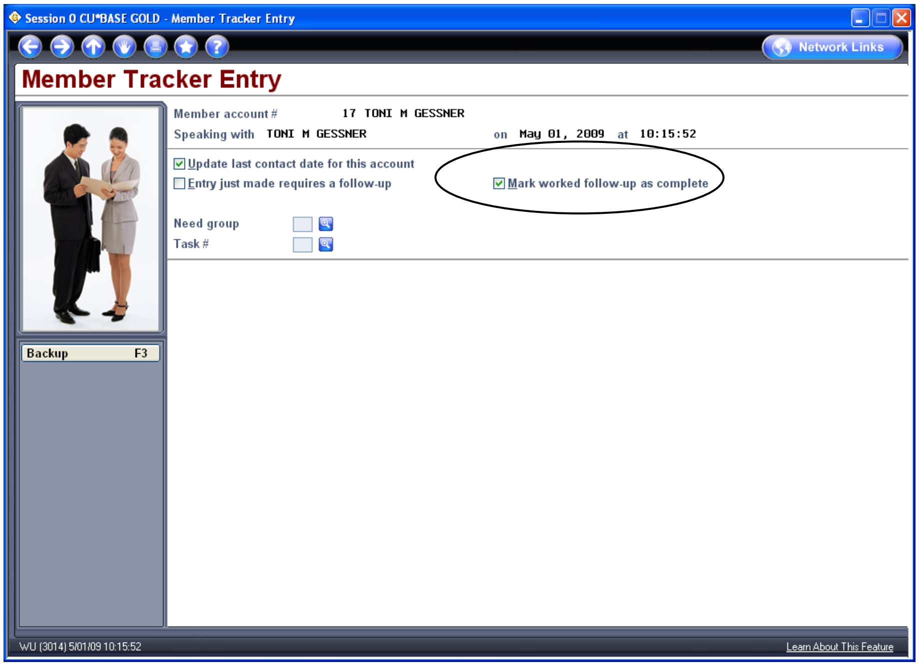
- Next select the employee who will call the member back by using the lookup next to “Person to call back.” When finished, press Enter to save your information and you will be returned to the Work Follow Ups window where you began.

WHEN NO FOLLOW-UP IS REQUIRED

When no follow-up is required simply uncheck the box “Entry Just Made Requires a follow-up.”



Leave the box "Mark worked follow-up as complete" checked and press Enter.



You will be brought back to the Work Follow-Ups Window where you began.

You are ready to move on to the next follow-up!

OTHER TRACKER FACTS:

- Work Member Follow-Ups can also be found on CU*BASE Menu MNTRAK
- Menu Access to MNMAST 18 and/or MNTRAK 1-Work with Member Follow-Ups must be granted using Employee Security found in the CU*BASE Menu MNMGMT.
- Active use of the CU*BASE Sales Tracker system is an integral aspect to the success of your ongoing Member Relationship programs. By using Sales Trackers, you can offer one of a kind services but knowing exactly what to say to the member at exactly the right time is also critical.
- For more information regarding Working Sales Trackers from Cross Sales see:

  http://www.cuanswers.com/pdf/cb_ref/HowtoTrackerfromCrossSales.pdf
- Or go deeper with matching member needs to credit union products using the CU*BASE Cross selling tools visit

  http://cuanswers.com/pdf/cb_ref/C-Cross-selling.pdf

  found in the CU*BASE Reference Page.