

We support credit unions & their members.

About Xtend

We're a credit union service organization founded in 2002 in Grand Rapids, Michigan. Collectively owned by our clients, we act as a shared resource for over 300 credit unions across the US.

Our services reach over 1.2 million members and \$13 billion in assets. Whether handling member calls, generating leads, working the back-office or analyzing campaign data, we're an extension of your credit union.



We're all about people helping people.

As the number of users grows, the product becomes more valuable. That's the *network effect*, and it's one of the key strengths of Xtend's business model. Our offerings leverage the strength of our credit union network, allowing us to offer cost-effective products and services that enable them to stay relevant in an increasingly competitive marketplace.

We're a proud partner of cuasterisk.com. This business network of over 600 credit unions and CUSOs allows us to provide top-quality services and new relationship opportunities with other industry professionals. We help credit unions connect with their peers for the good of their members, regardless of size, geographic location or charter.

To learn more about our products and services, see reverse or visit us online at www.xtendcu.com.

Departments

We offer a wide range of products and services, from accounting to marketing. These are our departments:



Contact Center

A full-service call center capable of handling large call volumes. Acts as a direct extension to your credit union, with flexible plans and options.

Featured products:

- **Branch XT Inbound Calls**
Inbound member service for when members call.
- **Web Chat**
Using online chat to resolve member issues.
- **Branch ST Outbound Calls**
Promotional calls to targeted members.



Bookkeeping

Back-office support when you need it most. A seamless extension of your back-office staff. Also offers Mortgage Servicing products.

Featured products:

- **Base Service**
Daily Share Draft, ACH and EFT reconciliation, settlement, and exception reporting.
- **Stand-In Support**
Short-term support for holidays, vacations, and staff shortages.
- **Escrow Administration**
A Mortgage Servicing product. Escrow account disbursement tracking and other escrow services.



Data Analytics

Specialized in data mining and reporting. Uses intricate knowledge of CU*BASE to pinpoint targets and reveal how your members think and act.

Featured products:

- **Marketing Scorecard**
Data-oriented marketing opportunities.
- **Enhanced Campaign Reporting**
An in-depth analysis of your recent marketing.
- **Know Who to Contact**
Back up your audience targeting with data.



Communications

A marketing studio focused on building relationships with members. Delivers the right message, at the right time, to the right member.

Featured products:

- **Member Reach**
Automatic emails to promote and inform.
- **Multi-Channel Campaigns**
A one-time custom campaign on any topic.
- **OLLE- OnLine Lead Engine**
Convert social media likes into leads.