

Gain insight from your Contact Center via Know Why Your Members Call & Wrap Up Consultation.

What is it?

Know Why Your Members Call is a large-scale, in-depth analysis of up to 6 months of your credit union's wrap up code usage. Learn not only who your callers are and why they call, but also how they stack up against your average member and your non-callers. Receive recommendations from Data Analytics on what to change in your operations and marketing processes using this data.

Wrap Up Consultation is a completion of configurations for the wrap up code system in CU*BASE, demonstration of technology, and staff training to help you launch Wrap Up Codes for your credit union.

What are the benefits?

Know Why Your Members Call: What's missing from your operations to meet these members at their level? How can we leverage your wrap up codes for marketing purposes? Are there areas we can improve? Xtend will provide recommendations.

Wrap Up Consultation: Start tracking why your members call and which members call your credit union to better support your membership and your staff.

What's possible?

Credit unions have leveraged this study to run successful self-service enrollment campaigns, adjusted their code listing, changed their phone fees, and adjusted their phone tree to better their members and their employees experiences.

Interested? Visit [Xtendcu.com/data-analytics](https://xtendcu.com/data-analytics) to learn more about our offerings!