



RIGHT TIME. RIGHT PLACE. RIGHT SOLUTION.

## ENHANCED STATEMENTS



**MAXIMIZE MEMBER COMMUNICATION THROUGH MONTHLY STATEMENTS WITH DATA-DRIVEN, TARGETED, TRANSPROMOTIONAL MESSAGING.**

Each month is an opportunity to share services, promotions, and to inform members of the benefits available to them. Traditional statement processing and the latest technology now integrate to take targeted messaging to a new level – Enhanced Statements.

With selected parameters, promotional messaging can be customized on the statement – print or digital – and further segmented to select target audiences. Partner with Synergent to target and personalize statement messages.

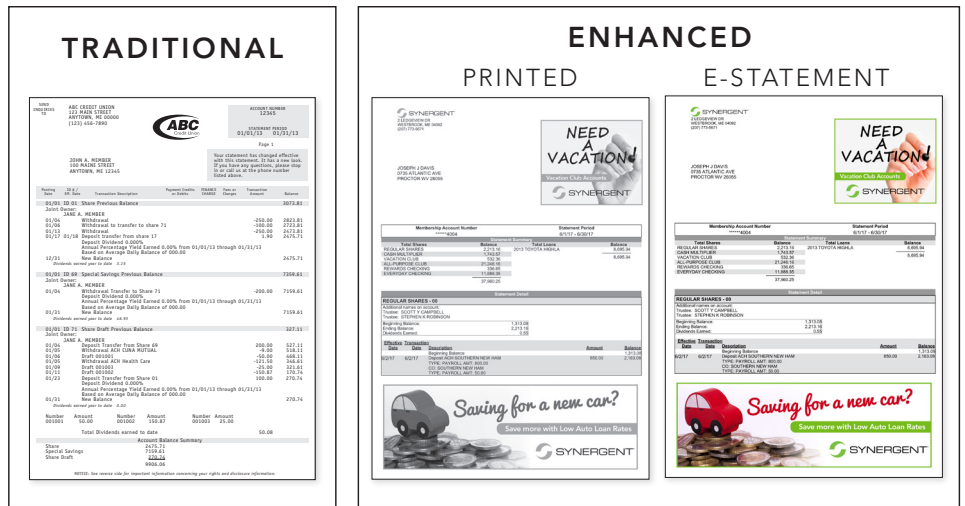
**ENHANCED STATEMENTS VS. TRADITIONAL STATEMENTS**

Leverage your Episys® core member data to improve communications and drive revenue growth. Tailor marketing messages and advertisements in new ways using enhanced statements – an option that improves upon traditional statements.

**HOW IT WORKS**

The Synergent Enhanced Statements Program is completely customizable using a logic-based system to target up to three groups. Credit unions can select the option that fits their needs on

a monthly and/or quarterly basis, with multiple tiers to choose from. Each tier affords the opportunity to include a custom, uniform text message to all recipients at the top of the page, and the level of personalization is decided by the credit union!



TYPE OF ENHANCED STATEMENT	CUSTOMIZED FEATURES
One-Graphic	One image; upper right corner – uniform for all recipients.
Two-Graphics	Two images; upper right corner and footer – uniform for all recipients.
Transpromo One	Same features as Two-Graphics, but the footer graphic can be targeted to specified members using Episys data. Example: <ul style="list-style-type: none"> <li>• Target Group 1 – IRA</li> <li>• Target Group 2 – Home Equity</li> </ul>
Transpromo Two	Same features as Transpromo One, but with three variations for up to two target groups. Predetermined hierarchy set for each insert ensures prioritized insert selection for members who fit into more than one category. Example: <ul style="list-style-type: none"> <li>• Target Group 1 – IRA</li> <li>• Target Group 2 – Home Equity</li> <li>• Target Group 3 – Auto Loan (default)</li> </ul>

## FREEDOM & FLEXIBILITY

Would you like to stick with traditional statements, and have a targeted campaign advertising loan products a few times a year? We can do that! Want to have a monthly One-Graphic with a special Transpromo Two holiday promotion? Also possible.

## ESTATEMENTS & ENOTICES

Some members receive a traditional mailed statement – others receive their eStatement via email each month. Regardless of how members receive statements, targeted messages will appear and when a member logs in through online or mobile banking, they are able to review past eStatements with uniformity and ease.



### ONE-GRAPHIC:

Customize with message to all members. This image does not change, no matter how many segmented groups you choose to mail to.

### TEXT MESSAGE:

Include customized message here to inform your members of current events, offers, or other news they need to know!

### TWO-GRAPHICS:

Depending on the package selected, this graphic can remain static or can change across targeted groups. A predetermined hierarchy set for each insert ensures prioritized insert selection for members who fit into more than one criteria.



2 LEDGEVIEW DR  
WESTBROOK, ME 04092  
(207) 773-5671

JOSEPH J DAVIS  
0735 ATLANTIC AVE  
PROCTOR WV 26055

**NEED  
A  
VACATION!**

Vacation Club Accounts



**Insert variable message here**

Membership Account Number		Statement Period	
*****4004		6/1/17 - 6/30/17	
Statement Summary			
Total Shares	Balance	Total Loans	Balance
REGULAR SHARES	2,213.16	2013 TOYOTA HIGHLA	8,695.94
CASH MULTIPLIER	1,743.57		8,695.94
VACATION CLUB	532.36		
ALL-PURPOSE CLUB	21,246.16		
REWARDS CHECKING	336.65		
EVERYDAY CHECKING	11,888.35		
	37,960.25		

Statement Detail				
<b>REGULAR SHARES - 00</b>				
Additional names on account:				
Trustee: SCOTT Y CAMPBELL				
Trustee: STEPHEN K ROBINSON				
Beginning Balance:		1,313.08		
Ending Balance:		2,213.16		
Dividends Earned:		0.55		
Effective Date	Transaction Date	Description	Amount	Balance
6/2/17	6/2/17	Beginning Balance		1,313.08
		Deposit ACH SOUTHERN NEW HAM	850.00	2,163.08
		TYPE: PAYROLL AMT: 800.00		
		CO: SOUTHERN NEW HAM		
		TYPE: PAYROLL AMT: 50.00		



Saving for a new car?

Save more with Low Auto Loan Rates



For more information, please contact us at 800.341.0180 or [rightsolutions@synergentcorp.com](mailto:rightsolutions@synergentcorp.com)



2 LEDGEVIEW DRIVE, WESTBROOK, ME 04092 | P.O. BOX 1236, PORTLAND, ME 04104  
800.341.0180 | 800.442.6715 IN MAINE

