The image shows two children dressed as astronauts in dark space suits with helmets and goggles. They are standing on a vast, flat, white landscape that resembles a salt flat. In the background, there are low, hazy mountains under a clear blue sky. The children are holding small, white and red model rockets. The text 'LIFTOFF YOUR CORE CONVERSION MEMBER COMMUNICATION' is overlaid on the left side of the image.

LIFTOFF YOUR CORE CONVERSION MEMBER COMMUNICATION

Core conversions are complex. But sharing your Episys core conversion with your members doesn't have to be rocket science.

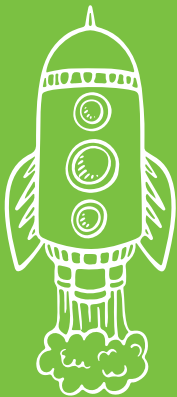
Synergent is like no place else. We are the only service bureau that partners directly with Symitar to provide core processing, integrated products, and innovative services exclusively to credit unions.

SYNERGENT CAN HELP

We have 79 credit union users and we have crafted many different and successful conversion communications. We realize how important members are in this process and know the key messages to share.

Synergent creates comprehensive member communication materials to help get the word out quickly and efficiently. We produce customized newsletters, banner ads, statement inserts, postcards and in-branch advertising that includes the credit union brand, name and logo.

Our unique experience has grown with the industry. We are a service bureau positioned strategically to serve credit unions as we drive results during the FinTech revolution. Our talented Direct Marketing Services division is an in-house ad agency. Communicating change and managing a conversion are two significant undertakings that Synergent is prepared to assist credit unions with.



SYNERGENT AND SYMITAR: A WINNING TEAM

The service and support offered by Synergent, paired with the unparalleled performance of the Episys® Core Processing Platform, significantly contributes to a successful conversion. During this transition, Synergent helps communicate the process to staff and members with a comprehensive set of materials designed to inform, excite, and educate.

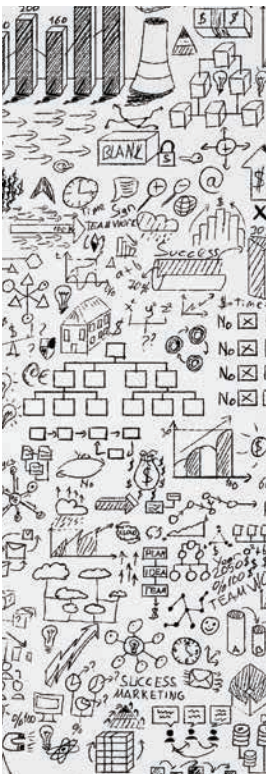
PREPARING STAFF AND EDUCATING MEMBERS

Synergent's Direct Marketing Services team can provide credit unions with a sample timeline for staff to use as a tool to guide timing and frequency of varied conversion communications to members as "live date" approaches.

Training for staff is a vital tool in promoting awareness and familiarity of new services. It is important to provide enough time for staff to get comfortable with Episys before going live, along with the opportunity to test drive remote services — such as online banking, audio response, mobile banking and remote deposit capture. Performing a variety of transactions, such as balance inquiries, transferring funds, and changing passwords, are a few exercises to train staff to be ready to answer member questions.

Conversion week is an important time to make sure employees do not become too stressed or overwhelmed. Make it exciting with a conversion countdown, performance awards, games, competitions, and a celebration when conversion is complete.

Members are the reason behind a conversion, and our communications focus on the benefits they will gain and ensure that they understand why the change is occurring. Being consistent with messaging and communicating through multiple channels is how we reach as many members as possible. Synergent can customize newsletters, banner ads, statement inserts, postcards, and in-branch advertising with any credit union's name and logo. Our team can share comprehensive conversion materials with membership directly, both via email, online and in print.



SAMPLE COMMUNICATIONS

Synergent Direct Marketing Services develops member communication campaigns that address conversion with fun themes. Postcards, statement inserts, posters, newsletters, web, and branch messaging are used to effectively communicate new changes that benefit members.

HRCU



Postcard



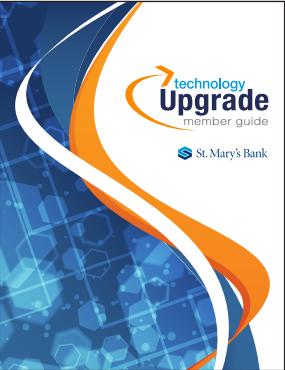
Newsletter



Poster



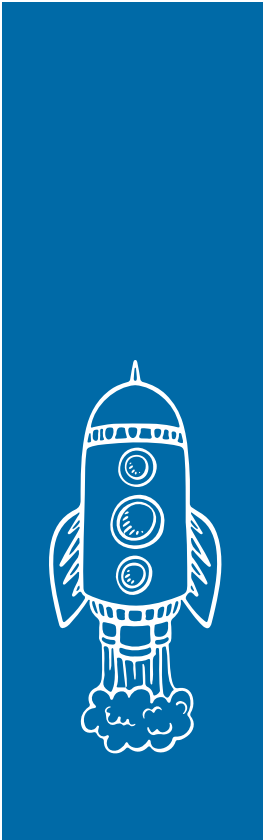
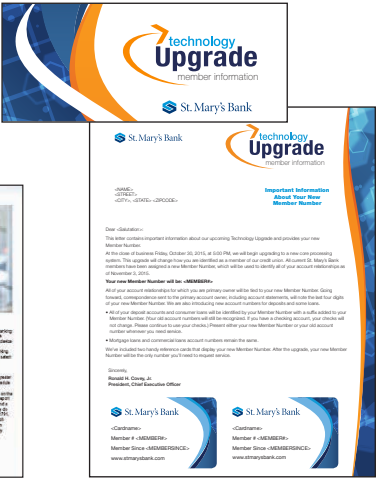
ST. MARY'S BANK

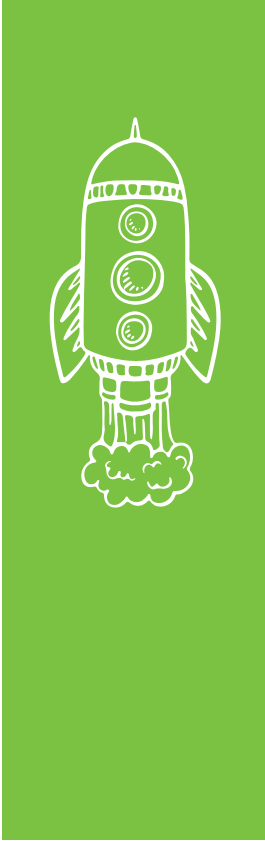


Member Guide Booklet

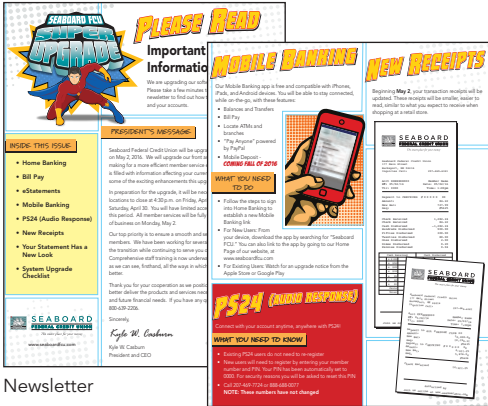


Home Banking Letter

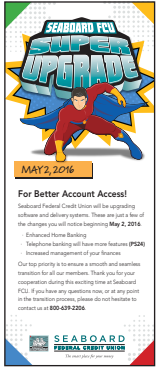




SEABOARD FEDERAL CREDIT UNION



Newsletter



Statement Insert



Online Ad

AFTER CONVERSION

Partnering for Success

Every Direct Marketing Services partner credit union is assigned a dedicated Marketing Services Representative (MSR) as a single point of contact.

Your MSR will collaborate with you on messaging, creative design strategy and targeting data to determine specific audiences. Because you work one-on-one with your dedicated MSR, your partnership with Synergent is personal, with friendly access just an email or a phone call away.

Targeted Marketing with Data Mining

Synergent's data mining experts can target the most appropriate audience for credit union marketing materials. Analyzing the transactional information allows members to receive personalized communications from your credit union, highlighting only the products and services of relevance to them.

Adding data mining to any campaign strategy increases the relevancy of the message you are sending. Data mining can significantly increase your return on investment due to targeting the members most likely to adopt the promoted product or service.



The Value of Onboarding

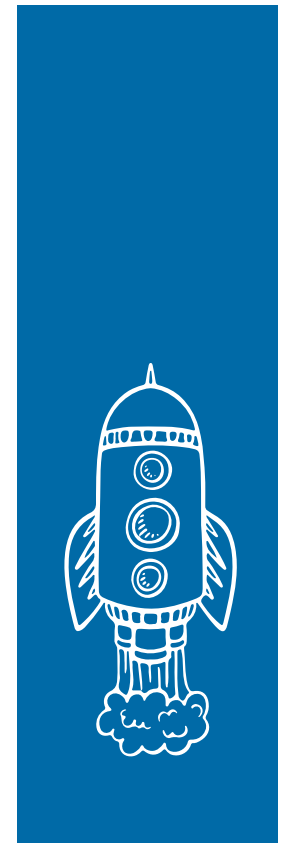
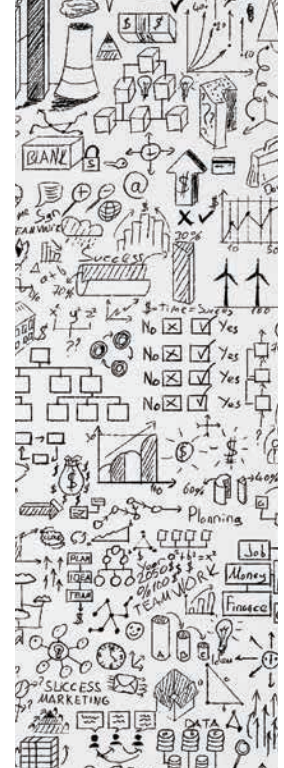
Your best chance of cross-selling an additional product or service to a new member is highest within their first 90-120 days of membership. Onboarding, a targeted campaign during which new members receive tailored, omni-channel communication, is proven to increase member retention and aids in a feeling of member connectedness.

With growth and member satisfaction top priorities for credit unions, onboarding is the most valuable way to reach new members and ensure they are informed of your credit union's offerings while fostering the credit union experience post-conversion.

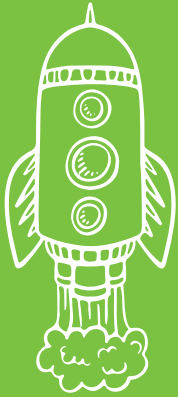
Enhanced Email Marketing

Email marketing remains a top channel to engage membership. Mobile responsive design is essential and all of Synergent's custom graphic designs have a clean, modern appearance, whether the email is viewed on a traditional computer screen, or more prevalently, on a mobile device.

After an email campaign is sent to members, the benefits of Enhanced Email Marketing continue. With real-time reporting, integrated analytics, and calculation of return on investment, marketing campaign metrics can be easily accessed and reviewed. Whether messaging is a cross-promotional notification or a seasonal lending incentive, an email marketing campaign provides valuable product and service information to your membership, while increasing credit union profits before, during, and after conversion.



TESTIMONIALS



"Synergent did not forget about us after conversion. This is more than a business partnership; it's about sharing a common goal. Synergent has the credit union mentality. We are a credit union for a reason."



Brian Hughes

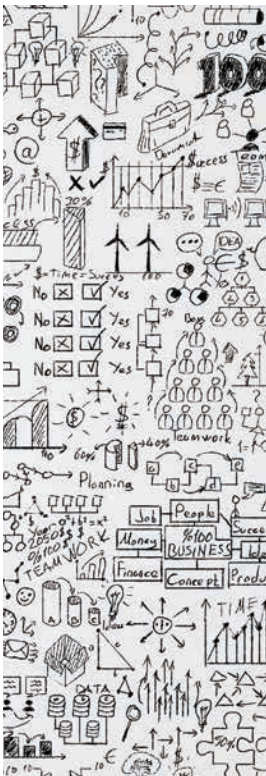
President/CEO
HRCU
New Hampshire

"From the start, the Synergent team was all about getting it done and getting it done right. They went above and beyond, thinking outside of the box to create workflows that were customized to us."



Rosemary Shields

Chief Operating Officer
HRCU
New Hampshire



"HRCU truly takes great care of their staff. For conversion, they had an action-packed employee kickoff meeting themed as a funeral for their old system, complete with matching coffin party favors, and a visit from the Grim Reaper (President/CEO Brian Hughes). The training of staff and conversion were made a priority. The staff was encouraged to practice on the new system, and HRCU dedicated after hours computer labs for employees to stay late and practice."



Doug MacDonald

Vice President
Synergent Direct Marketing Services

SAMPLE COMMUNICATIONS TIMELINE



Three Months Prior to Conversion

- Finalize member communication strategy and timing
- Newsletter article or statement insert on upcoming conversion emphasizing benefits for members
 - Provide staff with the communication plan, article, and/or insert for reference as member questions arise

Two Months Prior to Conversion

- Signage goes up (counter, door, lobby, etc.)
- Staff receives copies of all communications being sent to members as they become available
- Weekly updates to staff on conversion activities
- Brief announcements to members through online banking, mobile banking, statement messages, estatement messages, inserts, website copy, and phone systems highlight conversion activities



One Month Prior to Conversion

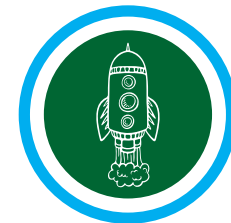
- Weekly updates to staff on conversion activities to keep them informed
- Staff training begins
- Weekly omnichannel communication to members regarding changes to remote services (online banking, bill pay, mobile banking, new features and benefits), credit and debit cards

First Week After Conversion

- Announcement of successful conversion to members
- Frequent encouragement and meetings to monitor progress
- Thank staff for their contributions and provide an update on the success of the conversion

One Month After Conversion

- "Thanks for a smooth and successful conversion" communication to members



BLASTOFF!





SYNERGENT™

Symitar®
A JACK HENRY COMPANY

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