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Advertising and Marketing

WHERE CAN 15,000 POINTS TAKE YOU? TAKE A PHOTOGRAPH TO FIND OUT?

With the continuing development of smart phone technology, it was only a matter of time before marketers found a way to use consumers' own smart phones to promote their companies services. Known as Mobile Tagging, advertising specifically to mobile phone users is becoming ever more popular as demonstrated by RBC Royal Bank's recent Avion credit card advertisement. Consumers who have downloaded an application to their mobile phones that can read 2D bar codes, also known as QR codes, were able to hold their camera phone over the barcode demonstrated above, take a photograph and instantly discover how far the 15,000 introductory VISA Avion welcome points would take them if they signed up for the credit card.

QR codes are becoming increasingly popular, especially in nations such as Japan where mobile technology may have been embraced more than any place on earth. In fact, QR codes were invented in Japan originally to track auto parts in vehicle factories. Canadian retailers including financial institutions have begun to incorporate mobile advertising into their campaigns. Credit unions, who are on the leading edge of mobile banking, may want to take a close look at the benefits of mobile advertising as it appears to be much more than an entertaining way of simply promoting a service.

Why should credit union marketers care about mobile advertising? It is important because mobile advertising is an opportunity to transform and combine traditional mediums into interactive digital media. From a retailer and consumer standpoint, the bar codes are not

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 Wikipedia describes the act of linking from physical world objects as a "hardlink" or "physical world hyperlinks."

only fun, unique and leading edge, but very easy to use. It gets even more exciting for marketers because campaign performance is 100 per cent measurable. Just as the Internet and mobile banking technology has allowed credit unions to extend their reach beyond the branch network, mobile advertising is expanding the value of traditional advertising.

For example a poster or advertisement can deliver a greater impact by allowing consumers to download additional content through their phones if the advertisement has tweaked their interest for more information. It is also thought that those who have taken the time to take a photograph of the bar code are already past the awareness, interest and desire stage of the transaction and are ready

If a bar code can actually take a consumer to the tipping point of making a purchase, advertisements with a bar code suddenly become a much more useful and relevant promotion. The information provided to the consumer can contain, text, data (such as a phone number), video or URL's meaning marketers have endless possibilities on what information they want to share with consumers and it's all done with the snap of a photo.

O BEE CREDIT UNION USES MS TAGS TO PROMOTE LOCAL BUSINESS AND FINANCIAL EDUCATION

O Bee Credit Union, in Washington State is also experimenting with mobile advertising, using MicroSoft Tags, to help promote their credit union as well as local merchants. The campaign's success is dependent upon the willingness of local citizens to participate in a scavenger hunt that will require them to take photographs of bar codes at a variety of businesses throughout the credit union's trade areas. The goal of the campaign is to have local residents photograph the bar codes from twenty businesses. Once the scavenger hunt is completed, the participant is entered a win a variety of prizes.

Call **1-800 ROYAL 1-2**
or visit **rbc.com/avion**

Scan to discover where
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Download your QR reader at 2DScan.com

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to take action. And given that it is estimated that 34 per cent of British Columbians and 38 per cent of those who live in Ontario use a smart phone, the opportunity to reach a market this size cannot be ignored.

To participate in the scavenger hunt, participants must first visit Microsoft.com and download an app to their web-enabled Smartphone (with video playback capability) and register their phone at the scavenger hunt website capturethetag.org. This will allow them to photograph the tags that have been strategically placed within participating local businesses. Once a participant photographs the tag, they will be directed to a promotional video that explains what the local business does. To continue with the scavenger hunt the player must find a clue to the next location within the video they have just downloaded. This ensures that the merchant's promotional video will be viewed.

Ultimately the goal of the promotion is to get participants to visit and become familiar with local area merchants as well as increase the brand awareness of the credit union. To help enhance the experience for these local shops, merchants had the ability to offer special prizes or incentives to those playing the game. Along with a promotional video at each location, some of the businesses developed an educational video for participants to download. To encourage consumers to download all ten of the educational videos, Ipads were offered as available prizes. If participants collect and download all the tags from all twenty merchants as well as the ten educational videos, they

would be entered to win one of three cash prizes to be awarded at a special campaign wrap up party. It was noted that to win the prizes, the scavenger hunt participants had to be present at the party.

To help the credit union offset the cost of the scavenger hunt, the merchants who participated paid a small entry fee and the credit union brought co-sponsors on board to help promote the event including a local radio station, newspaper and another credit union. Contest information and clues (to the location of the bar codes) were available on co-sponsors web sites

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Learn more at www.central1marketing.com/MarketShare



Supporting Brands through Applications

CIBC HELPS HOMEBUYERS FIND THE PERFECT HOME

CIBC has launched the free CIBC Home Advisor™ app that gives homebuyers access to a variety of information, advice and tools which are very useful for Canadians who are looking to purchase a new home. The app is also available on the iPod Touch, which clients can use over a wi-fi connection.

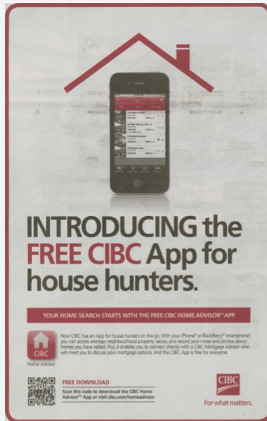
The CIBC Home Advisor App for iPhone and BlackBerry lets house hunters:

- Track and compare properties visited by taking and storing photos, and completing a homebuyer's checklist for each home;
- View neighbourhood maps and get immediate access to average property valuations and trends;

- Request detailed neighbourhood reports for properties of specific interest;
- Post, tweet, text or email details of the properties and neighbourhoods they are considering to family and friends in real-time;
- Access four different built-in calculators to help determine affordability; and
- Request a CIBC Pre-Approved Mortgage Certificate for financing to lock in an interest rate.

This is an example of how an app can empower Canadians by providing useful information when and if they decide to search for a home. Naturally anyone who uses the app and is not a customer of CIBC will be exposed to the bank's brand when

they are house hunting. CIBC has begun promoting the free app in national newspapers and is utilizing bar codes within the advertisement so consumers can download the application when they first see it.



THE EXCHANGE® NETWORK SMARTPHONE ATM LOCATOR APP HELPS CREDIT UNION MEMBERS FIND SURCHARGE FREE ACCESS TO CASH

If your credit union is part of THE EXCHANGE® Network, then you probably already know that the new EXCHANGE® Network’s iPhone, Android and Blackberry ATM Locator Apps are now available. What makes this app so important?

Central 1 research shows that many Canadians, including credit union members, do not know what financial institutions they can access to avoid surcharges. This type of app will not only help members save money but help credit unions increase the value of their MemberCards. Paul McAfee, Senior Manager, Marketing at Island Savings applauds the introduction

of the new app and notes, “Island Savings has seen a growing uptake in mobile banking through smartphones like iPhone and Android, which is why new apps are so valuable. Our members, who call the islands home and where they typically access our ATMs and branches, now have a quick way of finding ding-free ATMs when they’re travelling away from home and our ATMs. Five years ago, our members would have to put in extra legwork to find a machine on our network, but now technology puts that information at their fingertips. When Island Savings members are on the move, they still benefit from banking with us, their local credit union, by easily finding ATMs without surcharges around the country”.

To help improve their brand recognition, credit unions have the ability to custom brand any of the available locator apps. By personalizing the app, credit union members can see where their own credit union’s ATMs are located, reinforcing the convenience of being a member of a credit union. Other credit unions’ and banks’ ATMs will show THE EXCHANGE® Network logo.

The credit union’s own brand & logo is displayed on the main ATM search page with a link back to their website. Facebook and twitter feeds can also be included. A monthly report is provided to the credit union to show the total number of their custom branded smart phone ATM Locator App downloads.

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In 2006 Central 1 (then CUCBC) conducted the ATM Accessibility Study and found that just 8 per cent of BC credit union members knew they could use their credit union MemberCard surcharge free at HSBC. For BC credit union members who travel outside BC, they may also be paying unnecessary “convenience” fees as just 4 per cent knew they could use their MemberCard surcharge free at National Bank and Canadian Western Bank.

For more information on THE EXCHANGE Smartphone ATM Locator Apps or full details of the Member Branded Program, contact Linda Matheson at 604-455-0732 or lmatheson@the-exchange.ca.

BMO'S RETIREMENT POSITIONING SYSTEM APP ENCOURAGES CANADIANS TO STAY ON TRACK

In February BMO Bank of Montreal released the results of a survey which revealed that more and more Canadians are acquiring financial plans. Even as the percentage of Canadians with a financial plan grows, the survey indicated that at least 40 per cent had yet to develop a plan. The results of the survey are encouraging for those who have started planning as 91 per cent of those with a plan feel it has helped or will help them achieve their goals.

BMO's latest campaign is all about helping Canadians deal with the sticky question of whether they will have enough money when they retire. Whether its golfers discussing

their finances as they wheel into the "blue room" or a couple discussing their dining expenditures, retirement planning, or lack thereof, retirement savings is on their minds. Perhaps to help those people who have a plan and want to make sure they reach their goals, the bank has developed a free app that will help them track their finances on the road to retirement. By downloading the Retirement Positioning System, Canadians will know if they are saving enough to retire the way they'd like. As investors make changes to their plans such as desired retirement age, income or monthly savings, the app will show how these decisions will impact the investor's journey. This app is a fun way for consumers to track their savings and retirement plans and will hopefully re-enforce the discipline required to make retirement dreams come true. It's one thing to create a plan but another to stick with it. The BMO Retirement Positioning System may just be the daily reminder some need to stay the course in order to achieve their desired retirement.

Do you have a financial plan?

The 2010 Central 1 Boomer research found that 26 per cent of Boomers had a professionally prepared financial plan and 31 per cent of Boomers would consider a financial plan in the future.

Province	Incidence	Consideration
British Columbia	23%	32%
Ontario	28%	30%
Age 45-54	22%	39%
Age 55-64	29%	27%
Age 65-70	28%	23%



Interactive Charitable Giving

BC credit unions and JP Morgan Chase demonstrate how social media can be used to mobilize citizens to allocate funds and raise awareness of their brands.

BC CREDIT UNIONS CHALLENGE YOUNG ADULTS TO BE REMARKABLE AND HELP ALLOCATE \$100,000 TO CHARITY

The Be Remarkable Facebook campaign, which originally launched on September 7, was part of a BC wide communications program to help build the credit union brand across the province. The campaign focused on showing young adults how credit unions can help them meet their personal and financial goals.

Using Facebook as the medium, British Columbia's 45 credit unions asked young adult British Columbians to allocate \$100,000 to regional charities throughout the province.

Sixteen regions in B.C. were each represented by a photo album on the [Be Remarkable Facebook page](#). Each time a Facebook user tagged themselves or a friend in photos of their community, B.C.'s credit unions donated \$1 to a local charity. Thirty-two charities were eligible to receive the funds; each one is focused on issues important to young adults such as sports, culture, education, health, and the environment.

"Social media was a great tool to help us build awareness. Through this campaign we wanted to demonstrate the values that set the credit union system apart from other financial institutions," said Martin Reed, Director, Marketing & Creative Services, Central 1.

Be Remarkable Quantitative Statistics

25,700+ Likes with no
paid media

756,588+ total photo views

Within the first week
the Facebook page had
organically accumulated
20K+ Page Likes with
no paid media

Facebook Page Demographics:

Female (71%), Male (27%)

13 to 17 (8.4%), 18 to 24
(28.5%), 25 to 34 (26.5%)

15% of the demographic were
able to recall the Facebook
campaign.

“By harnessing a little regional pride online, young people were able to support local causes that are important to them.”

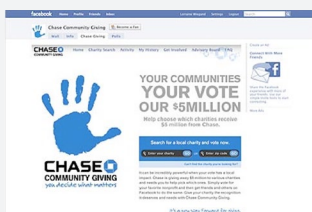
The Be Remarkable Facebook page has been “liked” by over 25,000 Facebook users and can only help raise awareness of the credit union system among young British Columbians but this is only one small quantitative measure of the success of the campaign. When tested by our research partner Ipsos ASI, the campaign had a 15 per cent recall rate amongst the target demographic and exposure to the Facebook campaign helped drive key campaign metrics, including relevance of credit unions to the demographic and consideration of credit unions as a financial service provider. Alanna Dyani, Marketing & Communications Specialist, Central 1 adds “Ultimately it’s about whether or not it helped Central 1 Credit Union generate more awareness of credit unions and their values among the young adult market, as well as enhance perceptions of credit unions. Through the Facebook campaign, we didn’t do anything new, as it’s normal for credit unions give in so many different areas of their community. What we did through the Facebook Campaign is changed the way we gave, and the way we talked about it. That made it powerful. In addition, there were no paid media drivers behind the Facebook campaign. All the traffic

and tagging was purely generated through the viral nature of Facebook through photo tagging and news feeds”.

Another example of financial institutions using social media to make a campaign out of charitable giving is JP Morgan Chase. Using Facebook, Chase was able to donate \$5 million to a variety of charities throughout the U.S.

Chase Community Giving, a grassroots campaign launched November 16, 2009 to inspire a new way of corporate philanthropy, allowed Facebook’s 350 million users to chose from more than 500,000 of their favorite small and local charities and vote for them to win their share of \$5 million. Throughout the campaign, Chase Community Giving fans nominated tens of thousands of charities from all across the country.

As charities discovered there was an opportunity to gain funds through the program, many created their own grassroots campaigns to encourage supporters to get out the vote, using e-mail campaigns, appearances on the local evening news, Facebook status updates and Wall posts, and many other methods. All this effort of behalf of the charities increased the awareness of the Chase brand. The program allowed for many of the charities to earn money based on the number of votes they received during a four



week period where Facebook users voted for their favourite charity. Each of the winning 100 organizations, during round one of voting, received \$25,000. More than 1 million fans participated in the early stages of the campaign.

In round two of voting, the 100 organizations that received the most votes from round one had the option to submit a Million Dollar Grant proposal to Facebook users, detailing the difference they would make in their local community with the significant extra resources. After the votes were cast, one organization received \$1 million from Chase. Five additional organizations received \$100,000 each. In round two of voting, more than 2 million Facebook users participated in the voting.

Kim Davis, president of the JPMorgan Chase Foundation said, “We think this program resonated with individuals and entire communities because it allowed them to show their support for local needs in a way they never could before.” Davis also added “Chase Community Giving allowed Facebook users to express their passion for smaller charities and gave a national voice to charities that historically haven’t received funding from corporate philanthropies. In many cases, these donations are the largest gift the winning charities have ever received.”

CREDIT UNION TAPS GEOTAGGING APP AND OTHER SOCIAL MEDIA TO HELP RAISE FUNDS FOR UNITED WAY

Texas-based Randolph-Brooks Federal Credit Union thought of a clever way to use social media to help raise funds for the United Way while increasing the visibility of four of its branches. The social media experiment was conducted to test the public’s willingness to raise funds by photographing themselves in front of one of the participating branches and then posting the photo to Facebook, Twitter or Foursquare. Every time a photo was posted, the credit union would donate \$5.00 to the local United Way.

The program was called Check in for Charity and was developed based on the growing popularity of Foursquare. Foursquare is a location-based mobile platform that allows users to “check in” their location via a smartphone app or SMS. The Foursquare tagline is “see where your friends are, learn about the places they frequent, and unlock rewards as you travel”. Users of Foursquare basically share their location with friends and can earn badges (rewards) for frequently checking in at the same location. Retailers and brands access the Foursquare platform through “a wide set of tools to obtain, engage, and retain customers and audiences”. Businesses that participate in the Foursquare program reward frequent

Foursquare

Much like Twitter was seen as a fad when it was first launched, Foursquare is rapidly converting skeptics into believers. Especially attractive to credit unions is the younger demographic that is most likely using the application. It may take some imagination to turn Foursquare into a credible tool in the credit union marketer's arsenal but expect to see some experimentation over the next year.

patrons who post their location whenever they visit the business. With more check ins or frequent visits, the user can earn discounts at that retailer. The credit union's promotion ran from November 15th, 2010, through January 15th, 2011. The donation limit was capped at \$1,000 or 200 posts to social media sites.

While this promotion was used to help raise funds for the United Way and increase brand awareness of the credit union, other more sales focused promotions come to mind such as promoting branch openings or deposit and lending campaigns. Users of Foursquare could discover a credit union promotion if they are looking at the "nearby places" tab on their phone for venues that have

active specials; if a user "checks in" close to the credit union, they'll see that there is a "special nearby;" and if a user checks in to the credit union, they would see that there is a special offer available. Users of Foursquare can add a retailer to Foursquare or a business may join if they want to promote a special deal using the application. Promotions don't necessarily have to be targeted specifically to Foursquare users, but used in support of other media. It is just one more way social media can be used to support multi-media campaigns.

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Personal Finance

CITIZEN BANK - GOAL TRACK SAVINGS

Online money management tools are becoming increasingly popular but some consumers may shy away from tools that seem complex or onerous. For those who simply need help saving for a special purpose, Citizens Bank has developed the Goal Track Savings program which lets a customer set up a savings goal and then track their progress over time. Once the goal is reached the bank provides a bonus. The value of the bonus depends on the customer's goal, time to complete the goal and "incremental savings beyond the account balance at enrollment". Bonuses are redeemed only if the customer was able to save the specified amount over the target timeframe.

This program is only available for customers who use online banking and is cancelled if the customer closes their account. Some of the benefits of the program include the potential for increased usage of online banking, longer relationships and greater top-of-mind awareness of the customer's own savings goals. The banking system keeps track of the saver's progress and reports how many months are remaining until they reach their goal. Once the customer achieves their goal, they are automatically notified and have six months to redeem their bonus. In the case of Citizens Bank, the bonus is a retail gift card or merchant discount card (which may not appeal to everyone) but the bonus could be an increased interest payout, a transfer-in bonus on new deposits or a pre-set cash payout based on the overall account balance at the end of the savings period. The point is that customers are encouraged to

improve their savings habits and can look forward to an incentive after they have reached their goal. ING Direct has a similar program (Goal Getter) that helps customers track a savings goal but there is no incentive to set up an automatic savings program or stay committed to the goal.

BMO BANK OF MONTREAL - MONEY LOGIC

Even though BMO Bank of Montreal claims to be the first bank in Canada to launch an online personal finance tool, RBC Royal Bank launched myFinanceTracker in June 2010. The subsequent launch of BMO MoneyLogic, and the promotion of the tool on national television, is a clear signal that the banks are serious about getting into the online personal finance management game. Why is personal finance becoming such an important topic? Several recently released reports indicate that many families are struggling financially and are looking for ways to help them manage their finances. In its 12th annual assessment of the state of Canadian family finances, the Vanier Institute of the Family reports that:

- Average family debt has now hit \$100,000.
- The debt-to-income ratio, which measures household debt against income, stands at a record 150 per cent.

- In 1990, average family debt stood at \$56,800, with a debt-to-income ratio of 93 per cent. The \$100,000 figure represents a real increase of 78 per cent over the past two decades.
- In 1990, Canadian families managed to put away \$8,000, a savings rate of 13.0 per cent. In 2010, that savings rate was down to 4.2 per cent, averaging \$2,500 per household.
- The number of households which have fallen behind in their mortgage payments by three or more months climbed to 17,400 in the fall of 2010, up nearly 50 per cent since the recession began.

A recent article written by Rob Carrick and published by the Globe and Mail quoted several statistics from a report produced by Action Canada Task Force on Household Debt that describes how many Canadians are in very precarious financial positions. Mr. Carrick quoted the following from the report:

- In the third quarter of 2010, Canada's debt-to-disposable income ratio surpassed that of the United States for the first time since the late 1990s.

Watch the you tube video of BMO MoneyLogic.



BMO's MoneyLogic gives customers the ability to:

- Track and understand their spending habits by assigning categories to their expenses such as home, auto, groceries or entertainment;
- Set budgets and savings goals;
- Receive alerts when budgets or pre-set spending limits are exceeded;
- Provide easy-to-read charts that allow customers to see exactly where their money is being spent; and
- Link their MasterCard account to the tool providing a more holistic view of the customer's spending patterns.

- One in 10 Canadians is not financially secure enough to be able to handle a surprise expense of \$500.
- Sixty-three per cent of Canadians feel their debt limits their ability to achieve financial goals for retirement and going back to school.

The issue of online personal financial management will also become important for credit unions as mint.com, the well known personal finance tool that allows consumers to aggregate multiple financial relationships has recently come to Canada.

The need for such tools developed from the fallout of the recession that hit many Canadians squarely in the pocket book. With Canadians' savings rates falling and the values of retirement nest eggs taking years to rebuild, personal spending habits have become front and center in the media and at home. RBC Royal Bank was first but the introduction of BMO's MoneyLogic and mint.com have put these tools in the spotlight. But how useful will these tools become and will Canadians embrace their use?

BMO has backed up the need for their tool with research that says "more than half of Canadians are not staying on budget and 4 out of 10 are looking for tools to help them track their finances more effectively"

but the use of a bank's proprietary PFM tool still has its limitations. If a customer conducts all their day-to-day banking and uses a credit card from the same bank then they will be able to get a good picture of their spending habits, but to get the big picture they must have all their investments with the same bank as well. Neither RBC nor Bank of Montreal's PFM tools aggregate information from sources outside their respective organizations, limiting their overall effectiveness. For credit union members, the use of such a tool would be even less effective because they would not be able to combine credit card transactions and account transactions into one application. Investments held within Q-trade and Credential would also be unavailable. Because Canadians have multiple financial relationships a service such as mint.com may have an initial attraction but there are concerns over their use (see "The downside of mint.com" side bar). But to give Bank of Montreal and RBC their due, the tools they offer are very interactive and provide useful budgeting and categorization of spending. The visual elements of the service are also appealing with the user being able to generate colourful charts and graphs. It is recognized that online personal financial management, even with its current drawbacks is a service that many Canadians will use. In fact Central 1's research team will gauge use and interest in these tools in the 2011 Products and

The downside of mint.com to credit unions

Moving beyond the obvious security and breach of contract concerns of members providing their usernames and passwords to third party suppliers, members may decrease their interaction with credit union sites to review their financial information, reducing the exposure to credit union communications and promotions. As a read-only service Mint.com does not allow transactions but does provide users with alternative suggestions for services from preferred partners that have paid to promote their services. Even if the credit union has a superior offer to a suggested offer, the member will not be made aware through mint.com.

Login statistics will also become less reliable because mint.com logs into online banking sites everyday to update user activity, thus skewing login statistics. The Financial Consumer Agency of Canada (FCAC) has also reminded Canadians to be aware of the possible risks of disclosing their online banking and credit card information to anyone, including financial aggregation services. Visit [here](#) to read the advisory. It should be noted that CIBC has already blocked their customers from accessing their account information through mint.com.

Personal finance tool promotion: this is an example of how Beneficial Bank is promoting its personal finance tool **FinanceWorks**. Where's your money going? And what would you do if you knew?



Services Study. Jens Hertha, Central 1 Credit Union's Product Manager of Consumer Online Banking adds, "The need for members to manage their finances more effectively is growing. MemberDirect® Services will introduce a Personal Financial Management tool to online banking in the first quarter of 2012. This tool will help Credit Union members to manage their finances and set goals such as reducing debt or increasing their savings."

After a review of the available service from mint.com, Bank of Montreal and RBC Royal Bank it will be interesting to see what is developed by the other banks. Budgeting is not new; but the delivery method has been spiced up to improve the visual experience. For these tools to be optimally effective the user should be able to aggregate all their investments, credit cards and account information to see a holistic picture of their overall financial well being. The use of such a tool must also become habit forming, much like eating a healthy diet, budgeting must become habit forming to be useful.

MOBILE ALERTS

A little financial "peace of mind".
Now available in text or email.

Scotia InfoAlerts is an alert service that lets you receive account notifications via text message, email, or both.



With the introduction of mobile banking has come unprecedented access to account information and the ability to conduct transactions

whenever and almost anywhere customers want. Canadians can not only do their banking while sitting at the local coffee shop, they can also monitor their spending habits or help protect themselves from unauthorized use of their accounts. "Alerts can position your institution as customer-oriented and progressive. Customers can use balance, activity, loan, investment and payment alerts to better manage their finances and budget, making this feature particularly relevant in the current economic climate. Security Alerts provide an additional layer of protection and boost customers' confidence in online banking by allowing them to detect possible fraud quickly and take appropriate action". Source: MemberDirect® Alerts Executive Overview - Version: 1.7, September 2010.

Scotiabank is currently one of the only banks in Canada to offer a full suite of alerts for both accounts and credit cards, although credit unions are able to offer a wide variety of alerts through MemberDirect Integrated Services and MemberDirect Online Services. Some twenty-four alerts are available from MemberDirect which will help increase a member's confidence in the overall security of online banking as well as help members monitor their own accounts for fraudulent activity. Alerts will also work hand in hand with personal financial management tools.

There is likely to be debate whether to charge members for the service once it is made available. To date, Scotiabank is charging their customers a \$1.50 monthly fee to receive alerts across multiple accounts. If the customer has multiple VISA and/or ScotiaLines, but does not have a ScotiaCard, the \$1.50 monthly fee will apply to each of the VISA and ScotiaLines. Security Alerts for both credit cards and accounts are not subject to the \$1.50 monthly fee, although the bank does point out that the standard message and data charges may apply from the customer's mobile carrier.

As alerts are also available from personal finance software suppliers such as mint.com and other banks (even if on a limited scale), it is more than likely that all the major banks will soon offer expanded alert services that match the offering from Scotiabank. At first glance, alerts may not seem to be that important but they can enhance and help secure a financial services relationship and perhaps, even help consolidate multiple accounts from different financial institutions. Customers who use the service may not want to have a variety of alerts coming from more than one financial institution or credit card provider. Alerts also provide a sense of security that their financial assets are safe.

Sample alerts available from MemberDirect Integrated Services and MemberDirect Online Services.

Security: An alert is available that will notify a member that access to online banking has been locked because someone has entered an incorrect answer to the security question exceeding the maximum (for example, three times).

Day to Day Account Management: An alert is available that will notify members if their available balance falls below the threshold they've set. For example, a customer's balance drops below \$_____.

Personal Financial Management: To help members monitor their investments, an alert can be set up to notify members that a term deposit held within or outside an RRSP account is maturing. The institution can set the number of days before the event for this alert to be delivered.

These are just three of the alerts available. For more information on alerts available from MemberDirect Integrated Services and MemberDirect Online Services please contact Central 1 Client Support at 604-742-5252 (toll free 1-877-762-5252) or client_support@central1.com.

The following are the alerts currently available from Scotiabank:

Account Management Alerts - These alerts help remind customers of important account activities such as:

- Overdraft Notification
- Forthcoming Future-Dated Transaction
- Cheque Clearing Notification
- ABM Deposit Notification
- Minimum Payment Reminder for VISA or Line of Credit
- VISA or Line of Credit Limit Almost Reached
- VISA or Line of Credit Minimum Payment Not Received

Security Alerts – Customers can set up these alerts to be notified about activity on their accounts:

- Notification of ScotiaCard Use / Usage at:
 - ATM
 - Interac Debit
 - Interac Email Money Transfer
 - Western Union Money Transfer

Notification of Scotiabank VISA Card Use / Usage:

- in a foreign country
- for "Card Not Present" transactions

Account Information Alerts - Basic account information anytime and anywhere:

- Current Account Balance Information
- Last 5 Transactions Information