

# THE STAR SERVICE PROGRAM



Reach. Connect. Succeed.

**Y**ou give the star treatment to your members. Shouldn't your shared branching network do the same for you?

We believe it should...which is why we created the Star Service Program. Designed to help you get the most from shared branching, the Star Service Program offers the kind of treatment you deserve. Personal attention. Prompt response. A live person on the phone. Flexibility for unique needs. Not to mention all the support you need for shared branching in five key areas:

- ★ strategic consultation
- ★ launch support
- ★ marketing support
- ★ communications
- ★ quality control

## Shared branching that truly fits you.

Your credit union is unique. Your shared branching program should be too. That is why we've dedicated one staff member entirely to ensuring that your program fits you perfectly. To facilitate this perfect fit, we:

- Create a customized service plan for your credit union.
- Help you define your goals for shared branching—and a strategy to achieve those goals.
- Track all operational issues to identify unique solutions.
- Assess the network activity for your credit union and report to you quarterly.

## Live help when you “go live.”

From day one, the Star Service Program equips you with the tools, and the knowledge, to operate seamlessly in our shared branching network.

When you launch, we spend several days at your credit union to ensure your comfort level with the network. During that visit, we:

- Share knowledge of the program.
- Review and help balance daily transaction reports.
- Resolve adjustments to accounts.
- Assist with initial month-end closing.



## Getting the message out.

How do you tell your members about shared branching? The Star Service Program helps you get the word out with a turnkey solution, including professionally designed tools and strategies:

- A complete marketing kit that can include brochures, statement inserts, tent cards, web copy and more, depending on your requirements.
- Mapping software that plots credit union members and branches by zip code—allowing you to pinpoint your marketing efforts and identify future shared branching locations.
- Through our *Partnership for Growth* program, we team with you and other credit unions to maximize members' awareness—and use—of the shared branching network.

## Keeping the lines open.

Great service only comes through great communication. For that reason, we keep in touch with you continually—whether by phone, by e-mail, or in person. As part of the Star Service Program, we:

- Respond to your network support questions within 24 hours.
- Make presentations to your staff...at your credit union.
- Send thank-you gifts and cards to your MSRs for their service.
- Ensure that a human being answers our phone.
- Bring staff members from credit unions together to share ideas and issues.
- Help branch and marketing managers exchange ideas online.

## Top quality guaranteed.

Members will only use the network if it runs smoothly. The Star Service Program facilitates such smooth operation with a range of proactive services:

- A Mystery Shopper Program, where shoppers visit CU Service Centers to gauge member experience and neutrality.
- Enforcement of strict network neutrality rules.
- Credit union surveys to identify operational areas for improvement.
- Teller training and quick guides that equip MSRs to deliver quality service.

## Local organization.

### Large network. Larger mission.

Behind the Star Service Program lies a company with the ideal blend of advantages to maximize your success. As a local organization focused on bringing the benefits of shared branching to credit unions, UsNet can provide an unsurpassed level of responsiveness and flexibility. As a partner in a larger network, we give your members access to over 1,000 CU Service Centers across the United States with new locations being added weekly. And as a CUSO that truly embraces the credit union philosophy, we have service built into our very mission.

Broad reach. Personal attention. Better member service. To give your credit union the star treatment, please call **(800) 342-9835, ext. 8192**, or visit us online at [www.universalsharing.com](http://www.universalsharing.com).

## Mission Statement

Universal Sharing Network (UsNet) is a competitive provider of financial network services with local connections to regional and national locations. We strive to increase network participation to meet the ongoing needs of credit unions and their members by offering the value of person-to-person branch convenience. UsNet embodies the cooperative spirit that unites the credit union movement and forms the foundation of the network.

