

# Attract Gen-Y members in a snap with CO-OP My Deposit Mobile.

They're the largest demographic in collective buying power, and they're mobile. CO-OP My Deposit Mobile makes sure you get to them first, and position yourself as the primary financial institution for Gen-Y members. The latest innovation in remote deposit capture, CO-OP My Deposit Mobile puts credit unions ahead of the curve when it comes to trends in mobile banking.

## What's in it for you?

CO-OP My Deposit Mobile offers anytime, anywhere deposit convenience. Your members simply "snap" a picture of their check with their smartphone and complete a deposit in a few easy steps, while you:

- Solidify checking account relationships
- Reduce teller lines and free up branch resources
- Leverage state-of-the-art technology in an easy-to-implement solution

## What's in it?

CO-OP My Deposit Mobile is available as part of the CO-OP Mobile Banking for iPhones and Android devices, and includes:

### For Members

- The ability to take a photo of a check with their mobile device and deposit it in a few easy steps
- Real-time processing of deposits, because CO-OP My Deposit Mobile is integrated with the advanced NGN platform
- On-the phone immediate view of deposit in transaction history
- Optional email receipt of deposit

### For Credit Unions

- Easy product acquisition, implementation, and operations
- An end-to-end remote deposit capture solution with the option to perform check reviews in-house via a web-based fraud/risk assessment system or outsource check review
- Free and customizable member marketing materials through CO-OP Ad Lab and support to successfully launch and promote to your members



Be There Be More

**Your Challenges**

**CO-OP My Deposit Mobile Solutions**

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| <p>I want to attract Gen-Y members.</p>   | <p>One in five Gen-Yers say that a product like CO-OP My Deposit Mobile would sway them to switch their primary financial institution.**</p>            |
| <p>I want to hold on to my existing check account base and increase my PFI members.</p>       | <p>Providing another access point to the checking account makes it more likely that your members will open or maintain a checking account with you.</p> |
| <p>I want to compete with other financial institutions by offering the latest technology.</p> | <p>CO-OP My Deposit Mobile is a leading-edge product that equals or exceeds what any large financial institution can offer its customers.</p>           |
| <p>I don't have the resources to implement new technologies.</p>                              | <p>CO-OP bears the technology risk for you and provides an affordable way to implement CO-OP My Deposit Mobile.</p>                                     |

\*\*Source: Filene Research Institute

Start attracting Gen-Y members today. To learn more about how you can quickly and easily implement CO-OP My Deposit Mobile, contact us at 800-782-9042, option 2 or send an email to [sales@co-opfs.org](mailto:sales@co-opfs.org)

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