



**RADDON
FINANCIAL
GROUP**



iSERVICE Campaigns:

Loan Generation

Loan Activation

Member Acquisition

***New Household
Cross-Sell***

18-Month Auto

Next Best Cross Sale

Profit 15 Matrix



Your Challenge:
Implement tactics to increase balances and grow new member households.

Your Solution:
RFG's iSERVICE.

Choose the campaign that fits your objectives and put RFG to work for you.

Through iSERVICE, RFG will help you implement reliable marketing tactics by providing the target lists, tracking the promotion and measuring the responses using our iMATRIX and iLIST software solutions.



iSERVICE: targeting made easy!



Financial institutions thrive on cross selling products to existing households. But with limited resources and unlimited initiatives, managers need every possible advantage. That's why RFG developed **iSERVICE**!

iSERVICE is fully integrated with the **CEO Strategies Group**, giving you the ability to implement tactics derived from the CEO Strategies analysis. Simply put, you pick the campaign and RFG will run a pre-defined serialized mailing campaign using the iMATRIX and iLIST software solutions. RFG will generate the lists, track the promotion and measure the responses. The credit union will be responsible for developing creative and sending the promotion.

No matter which MCIF system you have, iSERVICE is designed to let you implement many of the profit segmentation tactics from the CEO Strategies Group. You can now target your key profit segments and fully utilize the RFG Profit Segmentation scheme using a multi-dimensional promotional campaign. Based on this segmentation model, your credit union will now be able to create profitable household relationships by cross selling the right financial services to the right prospects at the right time.

iSERVICE is designed to provide your credit union with the rewards of a fully automated serialized campaign management and list management system that is completely maintained and operated by a staff of RFG marketing professionals.

RFG can help your credit union by not only bringing in more potential members, but also help you make your existing members more profitable. iSERVICE is a unique partnership that will prove to be a great asset for your credit union.

- **Improve Household Profitability** — RFG will use profit segmentation to improve household profitability in the areas you need it most.
- **Affordability** — Expense conscious managers can appreciate the fact that your credit union can benefit from matrix mailing and list management systems without purchasing the software.
- **Practicality** — The benefits of serialized mailing campaigns are realized without needing to hire or train employees. You can rely on RFG to prepare campaigns, analyze results, and much more!
- **Knowledge Base** — You will have RFG's experienced marketing professionals running the campaigns for you.
- **Simplicity** — RFG will maintain and update your campaigns, so you can spend time on other projects. With iSERVICE, the credit union will not have to purchase computer hardware or train employees to use a new software application.

*Choose the
campaign that
fits your
objectives and
put RFG to
work for you!*

FEATURES & BENEFITS:

- ▶ **Target Key Profit Segments**
- ▶ **Implement CEO Strategies Tactics**
- ▶ **Send Serialized Mailings**
- ▶ **Maximize Profitable Cross Sales**
- ▶ **Identify & Target Non-Members**
- ▶ **Response Tracking & Reporting**
- ▶ **Automated Target Marketing Campaigns**
- ▶ **Campaign Results Tracking**

*Maximize
Profitable
Cross
Sales.*



Questions?

What is iSERVICE?

iSERVICE is the name of RFG's list management and matrix mailing service bureau. **iSERVICE** lets you use RFG's iMATRIX and iLIST software tools to implement pre-defined campaigns through a service bureau relationship. You pick the campaign and RFG creates the targeted lists, tracks the results and reports on campaign statistics. **iSERVICE** is designed to let you implement CEO Strategies tactics regardless of what MCIF you currently use or even if you do not have an MCIF.

How will iSERVICE improve household profitability?

iSERVICE will help you implement proven tactics. Improved marketing efficiency is just one benefit. You can increase your household balances and cross sales, spend less on marketing, and gain stronger relationships from your current households.

Can I use my own mail house and creative?

Yes. **iSERVICE** will provide targeted mailing lists and results tracking. The credit union will be responsible for developing creative and sending the promotion.

Does RFG track results?

Yes. RFG will run tracking reports to identify the success of your campaign.

Will iSERVICE help me grow new households?

Yes. RFG can use list management software to help you target non-members. RFG can import a list, remove current members and set-up a serialized mailing campaign to help you sell new accounts to non-members.

Is iSERVICE only available to INTEGRATOR clients?

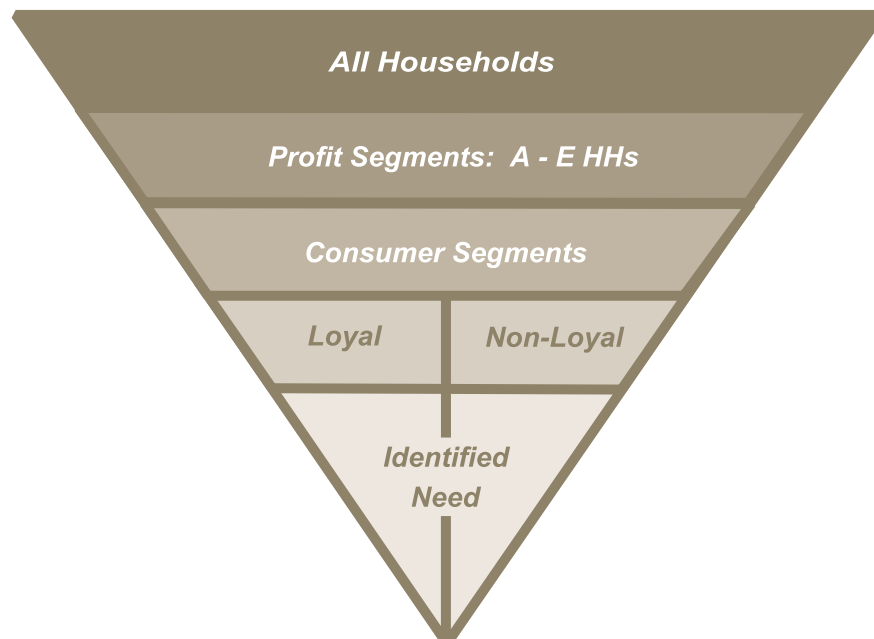
NO, **iSERVICE** is available to all members of the CEO Strategies Group.

How much does iSERVICE cost?

Please contact Gavin Sollinger at 1-800-827-3500 ext 323 to discuss pricing.

RFG's targeting model
will drive the tactical
direction of iSERVICE
campaigns.

RFG TARGETING MODEL IDENTIFYING SALES TARGETS



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www.raddon.com

Call 1-800-827-3500 for more information.



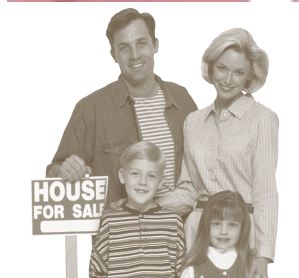
iSERVICE makes implementation easy.

RFG's expert researchers will help you implement effective marketing tactics designed to improve the bottom line. RFG is committed to providing reliable, client-driven solutions, and **iSERVICE** is no exception. **iSERVICE** is specifically designed to help you improve marketing efficiency and increase household profitability.

The RFG Advantage.

Real success depends on reliable information and a good plan. That's where RFG is best. You can rely on RFG's 25 years of consumer research experience to drive your strategic marketing efforts.

iSERVICE: Targeting Made Easy!



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