



## U.S. Alliance Federal Credit Union Manages Email Marketing Through NCR Software

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### Credit union turns to NCR APTRA eMarketing for improved member communication

DULUTH, Ga.--(BUSINESS WIRE)--Oct. 10, 2012-- U.S. Alliance Federal Credit Union, which serves more than 40,000 members in New York, New Jersey, and Massachusetts, is using NCR's sophisticated cross-channel marketing software APTRA eMarketing to help improve its marketing communications to its members. Using the email campaign component of NCR APTRA eMarketing, U.S. Alliance FCU is delivering personalized, relevant and consistent messages at a time and place when its members are most likely to engage.

Using the personalization and dynamic content capabilities of NCR APTRA eMarketing, financial institutions can present highly targeted offers that address customers' and members' individual needs.

"Like many financial institutions we knew that we weren't using the best technology available, but we didn't know where to turn. We know that email is our members' preferred means of communication, but managing a wide variety of offers and dealing with a broad, diverse membership base made it difficult for us to keep our email campaigns relevant," said Kris VanBeek, president of U.S. Alliance FCU. "Thanks to NCR APTRA eMarketing, we are able to deliver personalized, relevant offers to each of our members, helping us better communicate with them and get them the resources they need. NCR's outstanding account support team has helped transform us to a technology driven marketing financial institution."

"Today's consumer-to-business marketing model has rendered a one-size-fits-all approach to communications completely ineffective," said Michael O'Laughlin, senior vice president, NCR Financial Services. "NCR APTRA eMarketing lets you harness the power of segmentation to target specific groups collectively and orchestrate campaigns through multiple channels, thereby optimizing the results for each campaign."

The real-time reporting options of NCR APTRA eMarketing focus on performance, deliverability and analytics that lead to a strong and measurable return on investment. Standard reports allow financial institutions to accurately track their campaign activity from open rate to click-through rate, they can easily enhance their email metrics with sales data to provide true conversion rates.

Beyond email campaign management, NCR APTRA eMarketing empowers financial institutions to orchestrate the delivery of personalized messages across multiple channels including mobile, social, online, call center, and self-service (ATM and kiosk) based on consumer usage and preference. APTRA eMarketing integrates data from disparate systems. This lets financial institutions transform their valuable consumer data into personalized, relevant and timely communications, reducing and, in many cases, eliminating the need for the IT department to source data on a campaign-by-campaign basis.

### About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, hospitality, gaming, public sector, telecom carrier and equipment organizations in more than 100 countries. NCR ([www.ncr.com](http://www.ncr.com)) is headquartered in Duluth, Georgia.

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Source: NCR Corporation

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