



Member Newsletter

December 2013

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MEMBER SPOTLIGHT - ONTARIO CIVIL SERVICE CREDIT UNION



This past summer **Ontario Civil Service Credit Union** implemented an **EXCHANGE®** Network Awareness Campaign led by Angela Tsiampas, Manager of Marketing & Member Assistance. "We regularly survey our members to gain important feedback on products, services, transactions and experiences" said Angela. In this survey the Credit Union had responses from some of their members stating they didn't think that the Credit Union was convenient and should increase the number of ATMs they have. As a member of **THE EXCHANGE®** Network the credit union's members have access to thousands of surcharge-free ATMs across Canada but clearly didn't know it. The Credit Union needed a way to communicate this and so **THE EXCHANGE® Network Awareness Campaign** was born!

The Credit Union extracted a list of members with active chequing accounts who had never used **THE EXCHANGE®** Network. With the help of Canada Post, the member's postal codes were geo-coded against the postal codes of Exchange ATM locations. A customized direct mail piece was produced for each member showing the three closest Exchange ATM locations to their home. Over **3,200** members received a postcard explaining this. The Credit Union was thrilled with an incredible response rate of **14.5%**, meaning **475** members are now using surcharge-free Exchange ATMs they never knew existed.

Way to go **Ontario Civil Service Credit Union** on a great campaign you developed in response to your Member Survey!

Feedback

We welcome your feedback on what information would be most valuable to you in the newsletter and other communications. Please send an email with suggestions to lmatheson@TheExchangeNetwork.ca and let us know.

Member Spotlight

Ontario Civil Service Credit Union

See [page 1](#) for details

Member Renewals

See [page 2](#) for details

On Air Coast to Coast

See [page 3](#) for details

MEMBER RENEWALS



**CREDIT UNIONS
ATLANTIC CANADA**

The key to **THE EXCHANGE**[®] Network's success is the support and commitment of our Participants from coast to coast providing cardholders with thousands of surcharge-free ATMs no matter where life takes them throughout our amazing country. We would like to thank all **Atlantic Canada Credit Unions** for their renewed membership in our network and our combined commitment in providing superior service to all cardholders.

THE EXCHANGE[®] NETWORK HAS GONE PUBLIC ONCE AGAIN!

Public transit that is! Toronto's GO Train and Vancouver's SkyTrain cars have once again been decked out with Exchange posters reinforcing the value of our unique network to commuters. There is a QR (Quick Response) code on the poster so that they can easily download **THE EXCHANGE**[®] Network ATM Locator App, a must have to find the closest surcharge-free ATM no matter where you are. Exchange Network posters will be on display until the end of the year. Also, if you happen to be in Toronto's Union Station, check out our new advertisement on the station's big screen, or see our advertisement in ON the GO Magazine, a free publication for all commuters!



Check the back, Jack

- Surcharge Free Withdrawals
- Surcharge Free Deposits
- Surcharge Free PIN Changes
- Thousands of ATMs Across Canada
- Web, App & GPS ATM Finder

Look for the logo on the back of your debit card and transfer deposits made by members

Scan here to download the ATM LOCATOR APP!

Keep your change. Use THE EXCHANGE! KeepYourChange.ca

2014 NATIONAL MARKETING CAMPAIGN



**WE'RE ON
YOUR WAY**

In January FICANEX Services will be rolling out a new national marketing campaign! In late summer of this year we held a focus group consisting of **Meridian Credit Union, Alterna Credit Union, DUCA Credit Union, Ontario Civil Service Credit Union, Ukrainian Credit Union** and our marketing firm, **Palmer Marketing**, to review ideas and create a new campaign for 2014. The group, like all Exchange Participants, clearly understood the importance of ATM access to cardholders. With thousands of ATMs to choose from, whether travelling to work, class or to the market, **We're On Your Way!**

Newly created radio ads with this new messaging are already airing on many radio stations across the country and in January we will be unveiling our new campaign featuring posters, eStatement and website visuals, Take Ones and cardholder giveaways. Watch for a **Save The Date** email in December for the January national unveiling webinar!

ON AIR FROM NEWFOUNDLAND TO BRITISH COLUMBIA

THE EXCHANGE® Network is once again on radio stations across the country. We developed three brand new spots that give listeners a “sneak peek” at our newly developed national campaign that will be rolling out in January 2014. Tune in to one of the stations below to listen to our new ads or you can find them in the FI area of our website.

Northern, BC	CFNR FM – classic rock broadcasting to 50 communities in Northern BC
Prince George, BC	CKKN FM – 101.3 FM The River & 99.3 The Drive
Vancouver, BC	CJJR FM – JR 93.7 – new country
Kelowna, BC	CKLZ FM – Power 104 rock
Kamloops, BC	CKBZ FM – B100 – Hot AC
Whistler, BC	101.5 Whistler FM
Victoria, BC	CKBZ FM – The Zone 91.3 – modern rock
London, ON	CKLO FM – Free FM
Windsor, ON	CIMXFM - 89X alternative rock
Toronto, ON	Z103.5 – contemporary hit radio
Hamilton, ON	CHKX FM – 94.7 new country
Ottawa, ON	CISS FM – 105.3 Kiss FM
Halifax, NS	CKHY FM - Live 105 modern rock
Moncton, NB	CKCW – K94.5 contemporary hit radio
Charlottetown, PEI	CFCY FM – 95.1 Country & CHLQ FM - Q93 mainstream rock
St. John’s, NFLD	CHOZ FM – OZ FM Hot AC

SEASON’S GREETINGS



2013 marked 30 years in providing your cardholders with a surcharge-free ATM network saving Canadians millions of dollars in needless surcharges each year. As this important milestone comes to a close we would like to thank you for your continued support and commitment of our unique network. On behalf of FICANEX Services Board and Staff, we would like to wish you a safe and happy holiday season and a prosperous New Year.