

## Payment Systems

### Overview:

The payment systems landscape is constantly changing. As advances in technology lead to new options, there may be another shift in payment trends. Some of these advances are a threat to credit unions, like decoupled debit cards.

However, contactless card payments, mobile payments, and online payments are advancements that credit unions can implement to better serve their members and be on the forefront of new technology.

The CUtv “Payment Systems” channel features timely webinars that increase credit unions’ awareness of these changes to position themselves more effectively in the future.

### Audience:

The channel meets the specific needs and interests of:

**COOs**

**Lending Managers**

**Marketing Managers**

### ■ ■ ▶ Examples of Past Webinars:

A Relationship that You Can Build On: The Value of Credit Cards as a Relationship Product

Emerging Payment Technologies - Threat or Opportunity?

Maximizing the Value of Your Debit Card Program

Protecting Member Identity: Strategies Against Card Fraud

Cementing the Member Relationship: Driving Bill Pay Adoption & Usage

### Topics:

- Credit Cards
- Debit Cards
- Rewards
- Online Bill Payment
- HSAs
- ID Theft

### Strategic Objectives:

- How will emerging payment technologies affect your credit union?
- What can I learn from credit unions that are already responding to new dynamics within the marketplace?
- How are the recent advancements and changes in the market impacting debit card usage?
- What are successful credit unions doing to enhance the value of their credit card to members?



To learn how CUtv can help your credit union:

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Or call 800-446-7453

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