



**FOR IMMEDIATE RELEASE**

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**OSG Statement Services Confirms Value of Member Statement**

**Englewood, NJ – April 24, 2012** – OSG Statement Services (OSG), a leading outsource provider of transactional communication management solutions, completed an extensive survey to determine open rates, read rates and the promotional value of the credit union monthly member statement. The results confirmed the belief that the statement is not only opened but time is being spent reviewing content and influencing buying behavior. These findings validate the member statement as a powerful vehicle of communication.

OSG teamed up with Sales Engine International (SEI) to survey credit union members and understand the behaviors regarding their statements/eStatements. Members were polled on such topics as open rates, read rates, and response to the statements and the information it contains. “The findings from this survey confirm that the statement plays a major role in communication between the institution and its members and supports the thinking and investment behind our latest statement and eStatement product and technology development,” cites David Smith, Director of Sales at OSG’s Statement Services Division. The survey revealed higher than expected open rates both electronically and with printed mail statements. “These are important statistics for credit unions to recognize,” continues Smith, “the statement should be viewed as a valuable avenue to maximize communication opportunities, strengthen member relationships and increase institution revenue.”

With survey results showing that significant time is being spent reviewing and reading statements, OSG is committed to helping credit unions maximize the potential the statement through strategic and targeted TransPromo campaigns and products like OSG’s newly introduced **Branch@HOME** solution. OSG offers clients powerful and effective ways to deliver important information and expand communications with members. Backed by the latest technology, **Branch@HOME** takes member communications to the next level by bringing the branch, and all it has to offer, directly into the homes of its members. By allowing for the integration of valuable member analytics into the member statement process, credit unions can promote targeted products and services through high-impact, full-color graphical images, and use the statement as a means to grow and connect with their members.

“Solutions like this translate into significant cost savings by re-purposing the member statement to showcase and include targeted marketing and promotional efforts,” added Smith, “and it creates opportunities to not only reach business goals, but also communicate on a more personal level, opening the door to a more meaningful connection; building stronger relationships and increasing loyalty with members.”

To request the whitepaper, [click here](#).

**About OSG**

OSG is a next-generation business technology partner providing integrated multi-channel print and electronic solutions through a state-of-the-art processing environment. OSG offers comprehensive and flexible solutions including electronic statement services, document print and mailing, and a suite of forward-thinking marketing campaigns. Progressive communication technologies enable OSG’s clients to transform their member interactions to drive revenue, reduce costs and strengthen relationships.

With 20 years’ experience as a business outsourcer for total member communication management, OSG has the knowledge and expertise to best suit the needs of the credit union market. A solid reputation has made

OSG an award-winning transactional communication provider. Visit [www.osgstatementservices.com](http://www.osgstatementservices.com) or call 1-888-327-9245.

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