

New Consumer Website with ATM Locator

Frequently Asked Questions

What is happening with the CO-OP Financial Services corporate website?

CO-OP has gone through an extensive redesign and development of the corporate site (www.co-opfs.org) and built a brand new, separate site for consumers (www.co-opnetwork.org), highlighting the ATM Locator to improve the CO-OP customer experience and accessibility to key information. So, the ATM Locator for credit union members will have its own website, instead of being part of the corporate website. The Shared Branch Locator for CU Service Centers will also have a link on the new consumer site.

Why is CO-OP moving the ATM Locator and Shared Branch Locator from the corporate website to its own website?

To make the popular ATM Locator and Shared Branch Locator easier for consumers to access. Our corporate website will then be able to dedicate its resources to serving the needs of our member credit unions, while the new consumer-facing site will focus on information and tools for members of credit unions. For example, there will be topical information on why credit unions are better than banks.

When will the new corporate business-to-business (B2B) website be live?

Mid-September, 2011.

Is the corporate (B2B) website address/URL changing?

No, the website address will remain www.co-opfs.org.

When will the new consumer website for the CO-OP Network ATM Locator and Shared Branch Locator be live?

Mid-September, 2011.

Is the address for the ATM Locator changing?

No, the website address will remain the same at www.co-opnetwork.org. This is the recommended URL for ATM Locator links today, but some credit unions link to the ATM Locator via a different URL (i.e., the corporate website). The new website will have only consumer-focused content, and this is the site you should direct your members to.

Does my credit union have to do anything?

Yes, it is important that you update any ATM Locator links or banners on your website to www.co-opnetwork.org as soon as possible.

When can my credit union change the link?

You can update the link immediately. The URL, www.co-opnetwork.org, will direct members to the current ATM Locator, then will automatically redirect to the new site as soon as it goes live in September.

What happens if my credit union doesn't update/change the links?

The banners and links on your websites can be broken and may display an error page in the future. We have implemented an interim solution to redirect the banners and links to www.co-opnetwork.org; however, since we will not maintain this interim solution indefinitely, it is important that you make the change as soon as possible.

My credit union has an inventory of printed marketing materials directing consumers to the ATM Locator at www.co-opfs.org. Do we have to discard our materials?

No, you can use your supply until it is depleted. A banner directing consumers to the new consumer site (www.co-opnetwork.org) with the ATM Locator and Shared Branch Locator link will remain on the corporate business-to-business site (www.co-opfs.org).

Who can I call if I have more questions?

Please call Client Services at 800-782-9042, option 2, with any questions about our new websites or the steps you need to take to continue providing your members with ATM Locator access.



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CO-OPFS.ORG

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