

LENDING
PRODUCTS

ULEND Academy®



80% of consumers view their banking relationship as transactional, not advice-based.¹

If your lending staff is focused on processing transactions instead of identifying member needs, you're simply a commodity. Consider:

- **70% of customers would give you more business if your advisory services were better²**
- **Customers don't feel like bank employees are knowledgeable enough to give them advice²**
- **Customers are more likely to cut ties with their financial institution when there are no strings attached¹**

As you introduce new channels and technologies, your staff training needs to keep pace. Members expect consistent and successful interactions that:



Deliver exceptional end-to-end experience



Work across multiple channels



Identify unmet needs through a consultative approach

Does your lending staff have the tools and mindset they need to meet these demands?

ULEND Academy® shifts your lending staff's approach from transactional to consultative, to help guide your members toward financial success through proven solution strategies and high-impact service.



Real Solutions for the Real World

The ULEND Academy® curriculum responds to today's consumer expectations to help lenders meet and exceed the most up-to-date standards of customer service. Hands-on learning with real-time coaching enables staff to immediately apply newly acquired skills.

ULEND ACADEMY® CURRICULUM FOCUSES ON:



Through learnings constructed from real-world scenarios, ULEND Academy workshops help staff improve performance through behavior-based outcomes, resulting in exceptional member experiences.

To learn more about ULEND Academy and other training opportunities, contact your CUNA Mutual Group sales representative at **800.356.2644**.



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