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TruStage Program News: November 2020



TruStage.com: Enhancing the Digital Experience

The new look and feel of [TruStage.com](#) is much more than a cosmetic facelift. Watch this short [video](#) to learn how it's faster, easier to navigate and offers more educational content to help your members make better informed and more confident buying decisions.

One way to optimize your program and continue to build long-lasting member relationships is to [link](#) TruStage.com to your credit union's website.

Liberty Mutual: Delivering More Member Value

The TruStage[®] Auto & Home Insurance Program is designed to help credit unions deliver more value to your members and make it easier for them to get the protection they need.

Liberty Mutual Insurance is committed to improving the experience through high service standards, more competitive pricing, product enhancements and digital initiatives, including:

- 100+ experienced representatives dedicated to TruStage are ready to serve your members.
TruStage incoming calls are moved to first in the queue and answered by trained professionals who know how to speak to members and reinforce your credit union brand. Only the most seasoned reps are considered for the position and must be nominated by their manager to even apply.
- Customize Your Price Tool – Members only pay for what they need.
- 60-Second Quote Tool – Because every second counts.
- RightTrack[®] – Reward members for safe driving.

And when Liberty Mutual isn't the right fit, members still can benefit from the protection offered through our multi-carrier choice model. All of which can be accomplished in just one call.

Protect More Members with QuoteConnect

Seamlessly integrated with CUNA Mutual Group's [TruStage[®] Auto & Home Insurance Program](#) and the auto loan application process, QuoteConnect with Symitar makes it easier for your members to only pay for the coverage they need.

Whether in-branch or online, members are offered the chance to save money on auto insurance. QuoteConnect with Symitar puts them directly in contact with Liberty Mutual Insurance at the time of loan application. There is no selling involved: Members are simply asked one question and click! Liberty Mutual Insurance[®] will send a personalized car insurance quote within minutes of loan approval.

Meet your members where they are by making car insurance easy to access and simple to purchase either face-to-face with a loan officer or online. Contact the [TruStage Program Team](#) to get started today.

Direct Mail: Rediscover Marketing's Unsung Hero

Read ["5 Reasons to Rediscover Marketing's Unsung Hero: Direct Mail"](#) to learn why you should add direct mail to your marketing mix and ways to harness the power of direct mail.

Listen to the podcast ["Keys to Increasing your Marketing Results for Auto, Home, and Life Insurance"](#) for more on how direct mail marketing works and ways to deliver your best direct mail campaign.

TruStage Resource Center ¹

- [View Member Mailing Samples](#)
- [Get Multi-media Marketing Materials](#)
- [Run Your Program Results](#)

Previous Issues

- [October](#)
- [September](#)
- [August](#)

¹Access required. Click Edit Services and Roles to request access to CU Navigator, the TruStage Media Center, and the TruStage Program Resource Center. Your request will be forwarded to your credit union security

administrator for review and approval. Thank you for your continued support of the TruStage Insurance Program. If you have any questions, please call 800.428.3932. TruStage[®] Insurance products and programs are made available through TruStage Insurance Agency, LLC. Life insurance and AD&D insurance are issued by CMFG Life Insurance Company. Auto and Home Insurance Program are made available through TruStage Insurance Agency, LLC and issued by leading insurance companies. The insurance offered is not a deposit, and is not federally insured, sold or guaranteed by your credit union. The TruStage[®] Health Insurance Program is made available through TruStage Insurance Agency, LLC and GoHealth LLC. GoHealth LLC is licensed to sell nationwide and operates in all states with the exception of Massachusetts, Vermont.

CUNA Mutual Group is the marketing name for CUNA Mutual Holding Company, a mutual insurance holding company, its subsidiaries and affiliates.

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