

TruStage Program News: November 2021



Leveraging Member Research for Marketing Strategies



As a member-obsessed organization, TruStage[®] Insurance Program grounds its product and marketing strategies in credit union member research. In collaboration with C-Space, a customer research agency, we conduct in-depth, one-on-one interviews with credit union members who meet target audience demographics.

After conducting this research, we can:

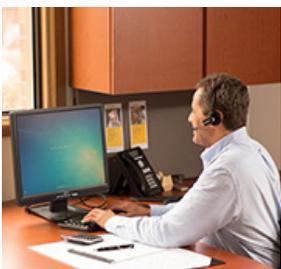
- Incorporate members' feedback.
- Do isolated testing in market.

If we see increased response rates, we can use this performance data to support changes for future marketing campaigns.

This is just one of many examples of how the TruStage Program strives to put credit union members at the center of how we develop and market products.

[Direct Mail Samples¹](#)

Get Your Staff Up to Speed with TruStage Training Modules



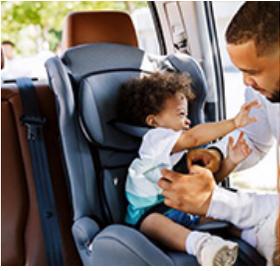
When it comes to offering TruStage Insurance at your credit union, it's important that your staff understands how our insurance products work to provide a good and knowledgeable experience for your members.

TruStage Program Training Modules are available in the [TruStage Resource Center](#) for credit union staff to utilize. These modules are a great resource for new credit union employees and front line staff, as well as a good refresher for any staff who haven't reviewed the materials in a while.

Visit the staff training page and simply enter in your credit union's name to access a suite of product-specific eLearning modules.

[Access Staff Training](#)

How Much Do Your Members Know About Auto Insurance?



Unlock the intricacies of auto insurance for your members with the [TruStage Auto Insurance Quiz](#). This quiz is designed to be informative by demystifying how auto insurance works and what is typically covered with this type of insurance, without having to read the fine print.

Share this interactive and educational resource with your members. What they learn may help them save money and help promote your credit union's TruStage Auto Insurance Program.

[Check Out the Quiz](#)

Valuable Auto Insurance Tools for Today's Evolving World



Liberty Mutual Insurance[®], TruStage's leading Auto & Home Insurance provider, is committed to continually improving the member experience through high service standards, more competitive pricing, product enhancements and digital initiatives.

Here are just a few examples of the value TruStage Auto & Home Insurance Program delivers to your members:

- **Customize Your Price Tool** helps members find discounts and coverage recommendations so members can personalize their policy and only pay for what they need.
- **RightTrack[®]** rewards members for safe driving—up to 30% potential savings. Liberty Mutual offers a guaranteed discount just for signing up and participating.²
- **ByMile**, Liberty Mutual's new low-mileage driver program, gives members the flexibility of only paying for the auto insurance they need. For members who are driving less because of the pandemic, they still can get all the coverage of a traditional auto policy at a fraction of the price.²

[Auto & Home Insurance](#)

Discovery2021 On-Demand: Boost Your Strategic Planning



It's never too late to take advantage of Discovery2021 and gain insights for your strategic planning. Learn first-hand what other credit unions are doing to support their members, teams, and communities and enjoy a wide range of relevant topics, engaging sessions, and valuable downloadable content. Check out our Discovery2021 On-Demand hub anytime - at no cost.

[View Content](#)

Available 24/7

TruStage Program Resource Center¹

- [View Member Mailing Samples](#)
- [Get Multimedia 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.

²May not be available in all states.

Thank you for your continued support of the TruStage Insurance Program. If you have any questions, please call 800.428.3932.

TruStage[®] insurance products are made available through TruStage Insurance Agency, LLC. Life insurance, annuities, & accidental death & dismemberment insurance are issued by CMFG Life Insurance Company. TruStage[®] Auto & Home Insurance Program is issued by Liberty Mutual Insurance Company and other leading carriers. To the extent permitted by law, applicants are individually underwritten; not all applicants may qualify. Discounts are not available in all states and discounts vary by state. For auto insurance, a consumer report from a consumer reporting agency and/or motor vehicle report will be obtained on all drivers listed on your policy where state laws and regulations allow. Please consult your policy for specific coverage and limitations. The insurance offered is not a deposit, and is not federally insured, sold or guaranteed by your credit union.

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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