

CUNA MUTUAL LAUNCHES MEMBERS AUTO & HOME WEB SITE
E-Commerce Links Credit Union Members With Auto and Homeowner Insurance

As more consumers turn to the Internet for product information, comparison shopping and to make purchases, CUNA Mutual Group is making it easier for them to shop for auto and homeowners' insurance.

Through its MemberCONNECT[®] Program, CUNA Mutual has launched www.membersautohome.com, a public Web site for credit union members to research insurance information from the privacy of their own homes. According to a recent report by Cambridge, Mass.-based Forrester Research, Inc., the Internet is the most commonly used channel to research auto insurance in the United States. In fact, of U.S. adults who researched auto insurance in the past year, 49 percent used the Internet compared with 36 percent by phone, 28 percent in person and 10 percent by mail. ("The Web Dominates US Auto Insurance Research," Forrester Research, Inc., September 2008).

"Adding the convenience of the Web site to our MEMBERS[®] Auto and Home product area is all about meeting the needs of credit unions and their members," said Shad McKnight, vice president and product executive at CUNA Mutual. "By linking our insurance products to the channel used most frequently by consumers, we're providing our credit union partners with a valuable tool for their members and greater awareness of the products available to them through their credit union."

The site is designed for members of credit unions that are part of the MEMBERS Auto and Homeowners Insurance Program. When credit union members visit the site, they're asked to provide their credit union's name before obtaining insurance information from Liberty Mutual, the program's carrier. To provide even greater member accessibility, these credit unions are also encouraged to add Web links to their site and to enable links. Credit unions that use loanliner.com will also be able to add a link at the end of their consumer loan applications.

"We recognize the prominent role the Internet plays for people shopping for and buying insurance, so providing an enhanced e-commerce platform to better serve credit union members is critical," said McKnight. "Rather than trying to shift member behavior, we're shifting our approach to align with their behavior. Our commitment to credit unions demands that we work toward meeting those needs efficiently and effectively."

For more information, contact your CUNA Mutual sales executive at 1-800-356-2644.