

# CUNAWORLD

ISSUE 3 - Quarter 2 2010

The newsletter of the CUNA Mutual Group



## NEWS HEADLINES

### **It's our Birthday!**

Celebrating 75 years supporting Credit Unions

### **Voice of the customer**

Positive results from our annual customer satisfaction survey

### **Home, Motor, Travel product re-launch**

Simple and flexible Home, Motor and Travel Insurance now available for your members

## INSIDE THIS ISSUE

- An introduction from Alan Dodds
- Celebrating 75 years
- Customer Satisfaction Survey results
- Home, Motor, Travel product launch

Making insurance mutually beneficial

 **CUNA MUTUAL**

## An introduction from Alan Dodds

Chief Executive Officer  
CUNA Mutual Group UK



We're delighted to celebrate 75 years of supporting Credit Unions and we're proud of what we've done, since 1976 to help ABCUL Credit Unions grow and prosper.

In this time our business has matured and grown strong through understanding the needs of Credit Unions better than any other Insurance provider. This has resulted in 10,000 mutual business partners worldwide. The Group worldwide has approximately 5,000 staff, 20 million members and has \$20 billion in assets, \$5 billion in revenues and \$3.8 million in claims paid out per day.

We pride ourselves on providing simple and straightforward products and we aim to work with you and ABCUL to promote best practice in the insurance market. We do this not just by providing products but through our dedicated team of people who deliver training and ongoing account management support to complement the product offerings. In all we do we aim to provide a fully compliant service, and remove the fear of reputational risk from the Credit Union.

We continue to invest in our products and services for ABCUL Credit Unions and will strive to support you and your members through these difficult economic times.

I am pleased to announce a new member to the team Karen O'Rourke who joins as Marketing Communications Manager; Karen is qualified in Marketing and brings along vast experience having previously worked in marketing at RBS Group for five years.

We are proud to be celebrating our 75th Anniversary serving Credit Unions worldwide and thank you for your support and friendship since our relationship began in 1976.

Regards  
Alan

## 75 Years of TRUE Commitment: 1935-2010

### 75 Years Supporting Credit Unions

Over 20 million members protected and £90 billion of Credit Union assets guaranteed, CUNA Mutual has been at the forefront of supporting Credit Unions since 1935.

#### Then, Now, Always

Our commitment was true **then** in 1935, is true **now** in how we operate, and will **always** define how CUNA Mutual serves the Credit Union movement.

As we celebrate our 75th anniversary, we are proud of what we've achieved since 1976 to help UK Credit Unions grow and prosper. We will continue to

strengthen our foundation as we look forward to another 75 years. Our focus will remain on the qualities that have differentiated us since our inception: Credit Union-focused products and support for the credit union movement.

By honouring our heritage and those who helped build it, we are committed to continuing our work and ensuring a strong and secure company for future generations.



# Home, Motor, Travel Re-Launch

## CUNA Mutual is pleased to announce an improved Home, Motor and Travel insurance service for your members

CUNA Mutual have been working with the current provider Key Connect to bring an improved Home, Motor and Travel insurance tailored to suit your members needs, each policy is flexible so your member only pays for the cover they need.

All three products will be available to purchase via the UK call centre, and also via a new web quotation system. You will be able to add a link to the online quotation system via your website.

### Key Product Benefits

#### Flexible Home Insurance

- 3 levels of cover available - Buildings only, contents only or both
- Accidental damage to televisions and non-portable home computers included as standard with contents cover
- Includes £50,000 legal cover as standard
- £1000 lock & key replacement included with every policy

#### Straightforward Motor Insurance

- 3 levels of cover available - Comprehensive, Third Party Fire & Theft & Third Party only.
- £50,000 legal cover included as standard
- £1000 lock and key replacement cover included as standard
- Optional breakdown and warranty cover also available

CUNA Mutual is committed to providing you with excellent products and service as well as providing an improved offer to your members. For further information please contact your Sales and Support Manager or call 0121 359 0221\*



#### Tailored Travel Insurance

- Single trip and annual trip cover available including winter trip cover
- No upper age limit on single trip policies
- Pre existing medical conditions catered for
- Tailor the quote to suit your requirements - single traveller, couple or family

\*Calls may be monitored and recorded for training and record purposes.

Key Connect is a trading name of Heath Lambert Ltd (HLL) who is authorised and regulated by the Financial Services Authority. HLL registered address is 133 Houndsditch, London, EC3A 7AH

# You talk, we listen

CUNA Mutual's annual customer satisfaction survey for 2010 has again revealed very positive results. The survey was sent out to 318 registered Credit Unions across England, Scotland and Wales, in January 2010 via an independent research company Intersperience. The results have confirmed that overall our customers are very satisfied with our performance.

## We asked about your key needs

### Mutual Partnership

- Focus on your goals and success
- Expert advice and solutions
- Ease of doing business

### Value for Money Products

- Range of products/solutions
- Ability to demonstrate benefits
- Product information/training

### Service

- Claims support/payment
- Responsiveness
- Service support

## Key Findings - what you said

### ✓ Partnership

CUNA is seen as supportive of the credit union movement with many CU's considering CUNA a strategic partner

### ✓ Product

The overall perception of CUNA as a brand is very strong, products and 're-active' product support is very good and loyal to Credit Unions

### ✓ Satisfaction

CUNA has again achieved a strong performance with overall satisfaction of 94% across all Credit Unions

### ✓ Improvements

However, more focus could be placed on the following areas; product information & regular contact

## Our Response

### CUNA Mutual Charter: Service Commitment to Credit Unions

- We will be leaders in our field by providing clear, easy to understand and innovative products, which provide real solutions to your members needs.
- We will work hard to create business relationships which are strong and mutually beneficial.
- We will strive to give clarity and simplicity in everything we do.
- We will conduct business with honesty, integrity and openness.
- We will do all we can to help your businesses grow.
- We will promise to resolve issues and problems as quickly as possible.
- We are committed to continuous improvement and value your feedback when things are going well and especially when things can be improved.

If your details have changed or if you know anyone who would like to receive a copy of our newsletter, please contact [alison.rooney@cunamutual.co.uk](mailto:alison.rooney@cunamutual.co.uk)

For more information or with any queries on the content of this newsletter, please contact us at:

CUNA Mutual Insurance  
(Europe) Ltd  
50 Kings Hill Avenue  
Kings Hill  
West Malling  
Kent  
ME19 4JX

Telephone: 0121 359 0221  
Fax: 0870 051 0334



CUNA Mutual Group Limited, trading as CUNA Mutual Group, is authorised and regulated by the Financial Services Authority.

Head Office:  
3 Brindleyplace  
2nd Floor  
Birmingham  
B1 2JB

FSA registered number: 304814