

# MEMBERS<sup>®</sup> Auto & Homeowners Program

## Creating Links on Your Credit Union's Web Site



Common Purpose. Uncommon Commitment.

The Internet is a critical marketing and distribution channel for auto insurance. We know that members sometimes have a difficult time finding information about auto insurance if they can't access information through a simplified URL, or within one or two clicks of your home page. The MEMBERS<sup>®</sup> Auto & Homeowners Insurance Program now has enhanced Web accessibility to help your credit union reach and serve more members. The Program's new Internet presence and Web-based tools will help expand your credit union's reach to members who prefer to research and buy insurance over the Internet.

### Choose

We have created a variety of text and phrases for your credit union to choose from. To view your options, copy and paste the following URL into your Web browser:

<http://www.cunamutual.com/cmgi/freeFormDetail/0,1248,21281,00.html>

### Placement

Determine where you want the auto and homeowners insurance links on your credit union's Web site. CUNA Mutual has performed a comprehensive review of best practices to enable product cross sells through financial institution Web-sites. In addition, we have completed tests that integrate auto insurance quoting using our consumer lending platform, loanliner.com. Our research has led to the following best practice recommendations:

- The financial institutions that are most successful in cross selling insurance on their Web sites place links for insurance information on their home pages. The links are most effective when placed in the top or left navigation bar or placed somewhere in the middle of the page.
- Create a link specific to insurance products to include auto, home and life.
- Many financial institutions use re-direct pages. Members should be able to choose the type of insurance product they are interested in BEFORE your re-direct notice to avoid any drop off in response.
- Adding text links for auto and home insurance to your on-line consumer loan applications and mortgage applications greatly increases response. When CUNA Mutual tested auto quotes on the confirmation page of our on-line consumer loan application, we experienced a 10% response rate and 24% conversion rate of completed on-line quotes. We have several text links that are can be added to your on-line consumer and mortgage lending applications.

### Upload

To upload the link you have chosen:

- Copy and paste the text into the appropriate page on your Web-site as a "hot spot,"
- Go back to the links page, copy and paste the URL for that link into the appropriate HTML source code of the page where you put the text. If you use a content management system, follow the instructions provided by your vendor to add new links to your site.
- Important Note: Be sure to replace the "xxxxxxx" in the URL with your 8 digit CUNA Mutual contract number in **two** places. If you need help finding your contract number, contact Pat Nardi at 1-800-356.2644 ext. 4235 or by e-mail at Pat.Nardi@cunamutual.com.

- Please note that, due to compliance issues associated with the sale of insurance products, the text in any links or banner ads cannot be changed.

### **Test**

Test the links by clicking to make sure you are taken to the Members Auto and Home landing page, choose the type of insurance, enter your zip code and make sure you are taken to Liberty Mutual's Web site.

Check in the query stream of the explorer bar once you are on the MEMBERS Auto and Home landing page to make sure your credit union contract number shows up instead of "xxxxxxx". This number will be converted to a Liberty Mutual Web ID once you are on the Liberty Mutual quoting and binding site. This process allows us to track member quoting and binding activity for reporting and compensation purposes.

### **Notification**

Once you have verified the link is working appropriately, please e-mail a copy of your site's link to Pat.Nardi@cunamutual.com.

### **Questions**

Please contact Patricia Nardi, MemberCONNECT Implementation Consultant at 1-800-356-2644 ext. 4235 or Pat.Nardi@cunamutual.com.