

## ONLINE TOOLS

# Access, manage, and assess your MemberCONNECT® Program anywhere— and at any time.



**MemberCONNECT is a powerful way to add non-interest revenue to your credit union. Here's a closer look at two of our online tools that make it so effective—and easy.**

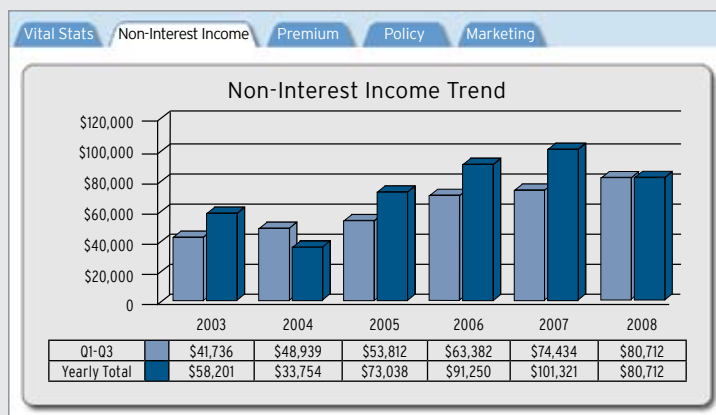
## CU Navigator

Powerful, flexible, and available 24/7, CU Navigator not only allows you to monitor the growth of your MemberCONNECT Program, it puts you in control. You can create custom reports, provide updates to senior management, and build awareness for front-line staff using a wide variety of up-to-the-minute information including: non-interest income, number of policies, mailing data, point of purchase/channel, and peer credit union comparisons.

## MemberCONNECT Resource Center

An online knowledge center that helps train your staff, better serve your members, and manage many aspects of your program, the MemberCONNECT Resource Center is part of the extensive “behind the scenes” support that powers your MemberCONNECT Program. Available via any browser—and from any location—it's an “always on” support source that can help you optimize your program's effectiveness by giving you immediate access to a wide range of marketing resources, product details, and program management tools.

**CU Navigator. Real-time reports right at your fingertips—what you need, when you need it.**



CU Navigator gives you rich, detailed reports that allow you to keep tabs on every aspect of your MemberCONNECT Program. Reporting functionality includes:

- Customized reporting
- Versatile charting
- Quick downloading
- Instant printing
- Email reports

## CU Navigator and MemberCONNECT Resource Center:

the online engine for your MemberCONNECT program.

### Key benefits for your credit union.

#### Easy to Plan:

- Online marketing calendar
- Management reporting
- Member mailing previews

#### Easy to Use:

- Marketing materials
- Online training
- Immediate access, 24/7

#### Easy to Track:

- Point and click reporting
- Standard and customized reporting options
- Member-level detail capabilities

**CU Navigator and  
MemberCONNECT  
Resource Center work  
together to make your  
MemberCONNECT  
Program successful.**

### **CU Navigator Reports in Brief.**

#### **Track and show your MemberCONNECT Program's results.**

View and share your program's non-interest income history. Track and show your results—including premiums and policies—by product line, types of protection, and coverage in force.

#### **Compare your success with your peers.**

How do you stack up against credit unions by asset size, membership, MemberCONNECT products endorsed, and more? CU Navigator makes it easy to find out.

#### **Sort your results by channel.**

Assess each channel—whether it's the call center, direct marketing, or local Liberty Mutual agent—with in-depth, up-to-date reports.

#### **Customize reports and charts.**

Need a specific report for your staff, management, and Board of Directors? CU Navigator makes it easy.

#### **The what and when of mailings to your membership.**

Keep an eye on every mailing to your membership from one easy-to-use online toolbox.

#### **Manage overall member relationships.**

Quickly and easily access and download policyholder-level information and merge it with your proprietary data to measure overall member relationships.

#### **A look into the MemberCONNECT Resource Center.**

The MemberCONNECT Resource Center delivers convenient online access to ready-to-use marketing tools for generating awareness and improving program performance.

#### **Preview member mailings/marketing samples at your convenience.**

Know what your members are receiving in their mailboxes by reviewing sample mailing packages.

#### **What's mailing when?**

##### **Find out with our mailing calendar.**

Your MemberCONNECT's online calendar helps your entire credit union staff stay on top of key program dates.

##### **Need marketing materials? Just click.**

Preview and order no-cost brochures and statement inserts whenever you need them.

##### **Ads and articles that are ready whenever you are.**

Save time by downloading these promotional materials for publication.

##### **Hands-on mailing control with our Member Suppression tool.**

You can easily remove individual members from MemberCONNECT mailings, any time.

##### **All the latest news, ideas, and more.**

Stay informed about new marketing materials, process improvements, and enhanced features.

##### **Training that gets your staff up to speed—fast.**

Get no-cost training and front-line staff support materials through the MemberCONNECT Resource Center, available online 24/7, or provide our eLearning module to employees via your credit union's intranet.

##### **Rest assured with secure file upload.**

It's safe—and simple—to send your membership files using our secure Web site.

##### **Get answers ASAP with MemberCONNECT's FAQs.**

Our extensive Frequently Asked Questions resource helps ensure that your front-line staff is always prepared to confidently answer commonly asked member questions.

**Online Tools provide credit unions on the MemberCONNECT Program with an easy-to-use, Web-based way to track, assess, and manage the program. Let us show you how these powerful tools make the MemberCONNECT Program a smart way to enhance your credit union's bottom line and strengthen member relationships.**

**For more information about the MemberCONNECT Program, call 800.356.2644. If you need assistance getting access to CU Navigator or the MemberCONNECT Resource Center, please call 800.428.3932, option 2.**

CUNA Mutual Group is a leading provider of financial services to credit unions, their members, and valued customers worldwide. With more than 70 years of market commitment, CUNA Mutual's vision is unwavering: to be a trusted business partner who delivers service excellence with customer-focused, best-in-class products and market-driven innovation.

Visit [www.cunamutual.com](http://www.cunamutual.com) or call 800.356.2644 for more information.



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