

# Consumer Insurance

## Full Product Reference Sheet - FAQs

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**TruStage Consumer Insurance FAQs for Members (use the answers to share with your members):**

**Q:** What is TruStage Consumer Insurance?

**A:** TruStage offers insurance the credit union way. Our products are made available through TruStage Insurance Agency and underwritten by CMFG Life Insurance Company and other leading insurance companies. Today, more than 22 million<sup>1</sup> members rely on TruStage for products, services, expertise, and experience. With a commitment to dependability and a member-first philosophy, we help you protect what matters most.

**Q:** Where can I learn more about TruStage?

**A:** You can visit their website at [www.TruStage.com](http://www.TruStage.com) or call the toll-free number 1-88-TRUSTAGE (1-888-787-8243).

**Q:** Why does TruStage Consumer Insurance send direct mail and emails and how do they determine who receives them?

**A:** TruStage uses a marketing strategy that is a combination of data, creative, and predictive modeling, to construct campaigns and mail kits that are highly targeted, and span across a variety of media and channels. That means that the mail offers are only sent to members based on when TruStage's consumer insurance data and analytics identifies them as a high-likelihood candidate to need a particular product.

### **Further insight for credit union staff:**

With the amount of direct mail and emails TruStage sends, their strategic approach aligns with long-standing research in advertising of "Effective Frequency," which tells us that it takes several impressions before a message registers with a consumer and even more impressions before they act on it.

TruStage works to maximize effectiveness of that data in combination of what the mailing looks like and says. This all results in putting the right offer in front of members who are most likely to respond.

**Q:** Why did TruStage (through my credit union) decide to mail me this information?

**A:** Making a decision about insurance should be both convenient and private. We want to give you the opportunity to make an informed decision without any sales pressure. We trust TruStage and the quality of the products and services they represent.

**Q:** How did they get my name?

**A:** When our credit union decided to make insurance products available to our members, we wanted to

## **Insurance | Investments | Technology**

<sup>1</sup> TruStage internal data

TruStage™ Life insurance and AD&D insurance are issued by CMFG Life Insurance Company and MEMBERS Life Insurance Company. Auto and Home Insurance Programs are issued by leading insurance companies. The insurance offered is not a deposit, and is not federally insured, sold or guaranteed by any financial institution. Product and features may vary and not be available in all states. Corporate Headquarters 5910 Mineral Point Road, Madison, WI 53705



join with an agency we knew could offer a variety of coverages at rates designed to be affordable. That's why we authorized TruStage to offer their products to our members.

**Q:** How do they address privacy?

**A:** They have a strong commitment to protect member information and have allocated significant human and technical resources to manage and protect member data. Their employees also go through mandatory privacy training.

**Q:** When I call the toll-free number, am I going to get a high-pressured insurance agent who will try to talk me into buying something I don't want?

**A:** The phone representatives will discuss your life situation and recommend plans that will help you accomplish your goals. They'll suggest some appropriate TruStage Consumer Insurance products, but the choice to buy is completely yours. No pressure – just information to help you make an informed decision.

**Q:** What if I don't want to receive insurance offers through email or in the mail?

**A:** For emails, you may click the unsubscribe link in the email directly.

**A:** For offers sent in the mail, your name can be removed from future mailings by calling the telephone number listed on the mailing piece you received. If you'd like, I can do it for you (credit union staff ONLY may then call the TruStage Consumer Insurance Service Team at 1-800-428-3932, Ext. 4632007 – please do not share this number with members). Please note: It's not possible to suppress a name from a mailing that is already in progress. Due to processing and printing time, it takes approximately two months for suppressions to affect mailings.

### **TruStage Consumer Insurance FAQs for Credit Union Staff:**

**Q:** Why is brand familiarity important?

**A:** Though these mailings are being sent from TruStage, your members will see both your credit union's logo and TruStage's logo on them, and they'll supplement your brand to help create member familiarity, and, ultimately, boosts loyalty.

Many other credit unions and insurance offers are landing in your members' mailbox, so be sure to help build that familiarity and credibility as they ask you about the TruStage consumer insurance mailings they receive.

**Q:** Am I able to see a sample of TruStage mailings, to know what my members are receiving?

**A:** If you'd like to see samples of a TruStage direct mail kit, visit the Consumer Insurance Resource Center, or talk to your TruStage credit union contact.

**Q:** If a member approaches me with questions about TruStage information they may have received or seen, what should I tell them?

**A:** We want you to be confident in our relationship and know where to direct members should they come to you with questions. When approached, you can tell them the following:

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"Our credit union considers insurance an important part of your financial well-being. We've chosen to join with TruStage Consumer Insurance to help protect what matters most in your life. TruStage is founded on a tradition of protecting credit unions and their members for more than 80 years. We feel confident they can be a great resource for you."

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### **TruStage™ Accidental Death and Dismemberment (AD&D) Insurance**

- Provides coverage for death or dismemberment because of a covered accident.
- Can be a good supplemental coverage to life insurance.
- Members age 18 and over who sign up will receive a complimentary no-cost coverage for being a member of their credit union.
- Though complimentary coverage provides some benefits against accidental loss of life, loss of a limb, a hand or foot, a thumb and index finger, and sight or hearing; members can also purchase additional coverage to increase these benefits mentioned. Be sure to speak to a TruStage representative for specific benefit offerings.

TruStage Consumer Insurance Sales: 1-855-612-7910  
Website: [www.trustage.com](http://www.trustage.com)

Service: 1-88-TRUSTAGE (1-888-787-8243)  
Facebook: [www.facebook.com/TruStage](http://www.facebook.com/TruStage)

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### **TruStage™ Life Insurance**

- TruStage Life Insurance products are designed with credit union members in mind, to help them protect the achievements and aspirations of those who matter most in their lives.
- Term life insurance provides protection up to age 80. It offers premiums that vary depending on the insured's current age, and generally features lower monthly premiums than whole life.
- Whole life insurance provides permanent coverage for the member's entire life with premiums that remain level throughout their lifetime, and typically builds a little cash value over time.
- Members can compare life insurance products and apply for coverage entirely online at [www.trustage.com](http://www.trustage.com).
- If members prefer to talk to a licensed agent, our representatives will walk members through their choices in detail, answer questions and help them arrive at a decision that makes sense for their needs.

*\* Product features and availability may vary by state.*

TruStage Consumer Insurance Sales: 1-855-612-7909  
Website: [www.trustage.com](http://www.trustage.com)

Service: 1-88-TRUSTAGE (1-888-787-8243)  
Facebook: [www.facebook.com/TruStage](http://www.facebook.com/TruStage)

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## TruStage™ Auto and Home Insurance

- The TruStage™ Auto & Home Insurance Program offers customizable auto and home coverage options at competitive prices for your credit union to continue to build trust, deliver member value and grow non-interest income.
- Whether through Liberty Mutual or our digital agency, we are committed to reinforcing your credit union's brand and ensuring your members find the right coverage for their needs.
- Your members will be directed to either Liberty Mutual or our new digital agency via Polly for auto and home solutions based on eligibility criteria. Our digital agency launches in Q4 2024 and will provide insurance options that meet your members' needs, budgets, channel preference, and geographic location.
- Products may include automobile, homeowners, tenants, condo and seasonal dwellings, ancillary products (recreational vehicles, motor homes, boats, motorcycles, and flood) and personal liability coverage.

Liberty Mutual Sales and Service: 1-888-380-9287

Digital Agency (via Polly) Sales and Service: 1-855-532-9153

Website: [www.trustage.com](http://www.trustage.com)

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