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CU*Answers Clients Celebrate Collaborative Marketing Success with a 161% Increase in E-Statement Enrollments!

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CU*Answers recently announced the completion of another very successful Collaborative Marketing campaign. This most recent CU*Answers sponsored campaign was aimed at promoting e-Statements for clients utilizing its CU*BASE processing system. As part of this collaborative event, clients could purchase marketing materials, such as 4-color statement inserts and lobby posters and, at considerably discounted prices as compared to purchasing these materials on their own. To encourage members to enroll for e-Statements, CU*Answers awarded a Nintendo™ Wii® to a randomly selected credit union member who enrolled for e-Statements during this collaborative marketing event.

After tallying the results from 56 participating credit unions, it was apparent that the contest was a big success! CU*Answers stated that 10,249 members signed up for e-statements in the 2-month period for which the contest ran. They said this represented a 161% increase in e-Statement enrollments as compared to the 2-month period prior to the contest.

CU*Answers also said these members who signed up for e-Statements will save their credit unions over \$51,000 in postage and \$20,000 in envelope and handling costs annually.

About CU*Answers

CU*Answers was founded more than 35 years ago and is a 100% credit union-owned CUSO located in Grand Rapids, Michigan. CU*Answers offers a wide variety of services for credit unions including its flagship CU*BASE processing system in both an online (ASP) and in-house environment, and Internet development services featuring the **It's Me 247** online banking product. Additional services include web site development, network design and security, image check processing and CU*Check 21 services. CU*Answers provides combined services to credit unions nationally representing nearly 1.5 million members and \$10 billion in credit union assets. CU*Answers provides expertise in implementing technical solutions to operational needs, and is a leader in helping credit unions form strategic alliances and partnerships. For more information, visit www.cuanswers.com.

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CU*Answers

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