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Collaborative Contest Spurs 9,079 E-Statement Enrollments

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A recent contest sponsored by CU*Answers, a 100% credit union-owned CUSO, has resulted in an impressive increase in the number of credit union members opting to receive E-Statements over mailed statements. During the August and September contest period credit unions realized a total of 9,079 E-Statement enrollments, an overall 48% increase compared to the 2 months prior to the contest.

Marissa Pittsley, a member of Isabella Community Credit Union in Mt. Pleasant, Michigan is the winner of a Nintendo Wii Gaming System. According to CU*Answers, Isabella Community CU witnessed a 96.15% increase in E-Statement enrollment comparative to the previous 2 month period.

Because this was a collaborative campaign nearly 400,000 statement inserts were ordered by 60 credit unions, driving the cost to \$0.015 each. The expense to Isabella Community Credit Union was only \$114.25, which equates to \$0.44 for each of its new E-Statement enrollments.

CU*Answers provides an array of collaborative marketing services ranging from free campaigns for CUSO Members to full-calendar marketing plans provided in conjunction with the Xtend CUSO supported with Xtension Call Center member communication. For more information access the website at www.marketing.cuanswers.com.

About CU*Answers

CU*Answers was founded 40 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, Electronic Check Processing, and a wide variety of Self-Service products featured by **It's Me 247** Online Banking, and newly offered Mobile Banking. CU*Answers provides combined services to 165 credit unions nationally representing nearly 1.5 million members and \$10 billion in credit union assets. For more information about how "We Make Credit Unions Go" please visit CU*Answers at www.cuanswers.com.

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