

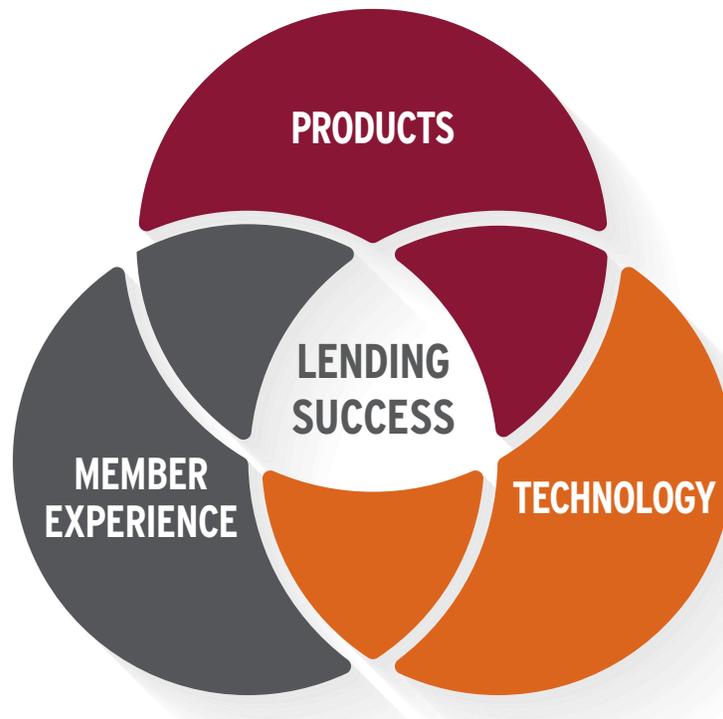
LENDING  
PRODUCTS

# Lender Support Services



A five-point increase in employee engagement leads to a three-point increase in revenue growth in the subsequent year.<sup>1</sup>

A drop in engagement levels leads to higher turnover, lower member satisfaction, and ultimately, poor financial performance.<sup>1</sup> It's therefore vital to consider enhancing your member experience as the third leg of success for your lending program. Continually upskilling staff is just as critical as delivering new products and technology.



As you consider new offerings and channels, how are you adapting your performance management strategy to meet not only your members' evolving expectations, but also the varied learning needs of your employees?

**CUNA Mutual Group helps turn your lending team into long-term relationship managers. Our dynamic collection of learning and member engagement resources build staff performance, encourage continual upskilling, and help deliver results for your credit union and members.**



# Dynamic Training, Improved Performance

Lender Support Services helps your staff reach their potential, and members achieve financial goals with the right solutions. This improved experience builds loyalty, trust, and perceived value while growing your sales and revenue.

Here are three ways that Lender Support Services support lenders of all experience levels:



1. Innovative training and educational resources offer best practices, product information and more; live and on-demand via the Lending Resource Center (LRC)



2. Hands-on, learning experiences to help lenders meet members' full financial needs, from origination to closing and cross-selling



3. Focused coaching resources, reporting, and peer engagements to help lenders to consult with members on their financial needs to build trust and loyalty

## 2017 LENDER SUPPORT SERVICES BY-THE-NUMBERS:<sup>2</sup>

ON-DEMAND LEARNING

# 95%

OF ATTENDEES

Stated the learning opportunity was relevant to the needs of my credit union and will positively impact results

LIVE WEBINARS

# 96%

OF ATTENDEES

Felt confident in applying the knowledge and skills gained from this learning opportunity on the job

WEBINAR AND ON-DEMAND LEARNING

# 4.4

Attendee rating out of a possible 5 stars.

Contact your sales executive at **800.356.2644** to learn more about Lender Support Services, and begin improving your lending program.



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<sup>1</sup>Forbes, Employee Engagement Is Declining Worldwide, June 2017, <sup>2</sup>CUNA Mutual Group, Internal Data, May 2018.

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