

## CU\*Answers Testimonial Program

Introducing the all new Testimonial Program from CU\*Answers. Your source for acquiring testimonials from your membership for use on your website, applications, and more!



## The Value of Testimonials for your Credit Union

When you look at successful internet retailers and think about your own experiences shopping online, customer experiences resonate. We read through pages of reviews to see how others felt about the goods and services they purchased. Testimonials give you the opportunity to highlight your members' best experiences engaging with your credit union.

## Telling a Story

A good testimonial is more than just a quote from a member saying "I like the credit union." The best testimonials impart the reader with the real value the member received from their experience - they tell a story about the member that makes it feel real.

We'll help you gather these member stories and share them with your members. From initial strategy, to member engagement and deployment, we'll help you tell not only your members' stories, but the credit union's story too.

## What We'll Help With

### 1. Setting up a strategy

Before jumping into contacting members, we'll first speak with your team to determine how you'd like to use testimonials at your credit union. This includes deciding what types and where they'll be published.

### 2. What's the focus?

When we've determined where you want your testimonials to be on display, we'll help you decide whether you'd like to gather member input on their general experience with the credit union, or their experience with specific products and services.

### 3. Building a library

Once we know what your testimonials will be and where you'll use them, we'll manage the process of contacting members and asking them for their feedback. We'll guide them, giving them helpful tips and build a library for you to pull from.

### 4. Sharing them with the world

We've built a library! Now it's time to share them. We'll work with your team to unroll testimonials and help educate you on how to dip into your library when you want to share a fresh perspective.

**Tip: Ask your members!** We'll help you get your testimonial program up and running, but make it part of your daily business too! If a members tells you about a great experience they've had, ask them if you can share their experience with others.



**Look on the back for more info**



## Testimonials and MAP/MOP

The CU\*Answers Membership Application/ Opening Processes give you the ability to add your member testimonials. But have you considered working with IRSC to create more than one MAP/MOP site targeted at a specific subset of the community? While gathering testimonials, it's a good time to think about those subgroups and make the call to have more than one membership application with the testimonials to match!

### WHY SUCCESS CREDIT UNION?



**John Smith**  
CEO, Success Credit Union  
*Credit unions live by the philosophy of "People Helping People."*

- Member Picture (or your logo)  
500x500 pixels  
Jpg or Png format
- Member name
- Role/Career (30 Character Max)
- Quote text

## Pricing

### Education: Free

Tips on writing testimonials and what to do with them once they're done. Easy questions to ask members to solicit their feedback.

### Full Service Engagement: \$1000

We'll manage the testimonial program for your credit union from start to finish, working with you to decide what products or services to focus on, operating the campaigns, and helping to deploy the testimonials to your digital presence.

**Contact IRSC today to start your program!**

## Have A Question?

### CU\*Answers Internet Retail Support Center

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