

STAFF ENGAGEMENT DRIVES SUCCESSFUL LAUNCH AT TUCSON FEDERAL CREDIT UNION

In the spring of 2019, Tucson FCU became the first credit union in Southern Arizona to launch a credit union/member-owned insurance agency for the benefit of its members. The successful launch of Tucson Federal Insurance Agency was the culmination of a year long strategic planning process, and a 90 day implementation process with the credit union's strategic partner, Insuritas.

Susan Stansberry, President & CEO of Tucson FCU said, "As we continue to invest in supporting the financial wellbeing of our 63,000 members, we came to realize that offering our members the insurance products they purchase year in and year out through a member-owned insurance agency was a logical extension of our core business. Knowing that attempting to build or buy our own agency could take years of time and massive capital investment, we elected to partner with Insuritas, who committed to help us launch Tucson Federal Insurance Agency within 90 days."

"Partnering with Tucson FCU was a tremendous opportunity for us." said Matt Chesky, President of Insuritas. "As one of the nation's leading credit unions in embracing new technology and innovative ideas to add value for

their members, we knew that combining the skills and expertise of the Tucson FCU team with ours would lead to a successful partnership."

Unlike traditional third-party marketing programs for insurance products, where implementation can be as simple as signing a contract and sending a vendor a mailing list, launching Tucson Federal Insurance Agency was a much more involved, collaborative effort.

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aligned on launching this new initiative in 90 days," said Ellen Yacovone, Chief Lending Officer at Tucson FCU and the project lead on the launch of Tucson Federal Insurance Agency. "We met with the Insuritas team weekly for an update on our implementation roadmap, and as we got closer to launch, our focus shifted to what we called 'Agency Celebration Sessions' with our team to create energy and excitement for our upcoming launch."

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day we launched that all 140+ credit union employees were invested in the success of the agency."

Within days of launch, the positive feedback from members started to flow in. "The most powerful endorsements of the program came from our members in those first few weeks," said Yacovone, "as we started to receive feedback that not only were they saving money with Tucson Federal Insurance Agency, but the service experience lived up to the high expectations we have set with our members when they are doing business with Tucson FCU."

The Tucson FCU and Insuritas teams are now turning to invest in the long-term success of the agency. "The implementation process and first 90 days post launch have been seamless and successful, but this is just the first step for us," said Stansberry, "We know that our members need the products we offer, and over time, our goal is to ensure that all of them know that their credit union is here to help."