



CASE STUDY



FEATURED CASE STUDY PARTNER



Summit Credit Union

Cottage Grove (Madison area), WI
Jane Rach,
AVP of Collections

Summit Credit Union is an award-winning, member-owned financial cooperative that not only offers the financial products people want, but goes a step further, providing financial guidance, education, tools, one-on-one coaching, and innovative programs to empower their members wherever they are in their financial journey. Summit's mission is to improve members' financial lives to help them reach their dreams. Visit them at www.summitcreditunion.com

Premium Experience, Customized Service

Summit Credit Union, founded in 1935 by CUNA and originally known as CUNA Credit Union, has over \$3.4 billion in assets, 188,000 members, and 38 branch locations in the state of Wisconsin. In 2016, State National was highly recommended to Summit's management by a leading industry group as the best provider to manage their CPI program. Although the credit union wasn't necessarily looking to switch providers, they decided to take a look at what State National had to offer based on that strong recommendation.

After reviewing State National's proposal and talking to their people, Summit's leadership team was immediately impressed with State National's approach to portfolio protection. "The customer service we had before was decent," said Jane Rach, AVP of Collections for Summit, "but a lot of processes were manual and that can disrupt business and cause other issues. State National explained how running things with more automation and overall better technology would end up causing less noise overall and being better for everyone."

Summit has found that promise to be true, starting right at the beginning with implementation. It was clear to their team that the conversion process was something State National was very used to doing. Even with the large number of loans being tracked (nearly 40,000) the transition went well and fairly seamlessly for the members.

"It's all about the member experience, and how well the transition went is a testament to State National."

One of the main things that stands out to Rach is State National's willingness to customize the portfolio protection experience to fit exactly what Summit needs, even going so far as to create an out-of-the-box indirect lending solution just for them as a pilot program. "It's very unique — it's like a concierge touch service. Scott Eaton and the care center down in Texas worked with us to make it happen. It's a very nice thing for our staff and for our members."



“We asked and State National came through, and that’s pretty big for us. It speaks volumes that they did something a little outside the box for us, knowing that we wanted it to benefit our members.” – Jane Rach

Another pleasant surprise for Summit was how much easier and faster State National’s InsurTrak technology makes it to run their program, providing a superior experience on the lender side. “With InsurTrak the automation, technology, and reporting is much more seamless. Even with the number of accounts coming through and the number of loans they track for us, it’s still only about an hour a week of admin work. Insurance tracking should be as automated as possible, and with State National, it is. It has cut the time in half from what we were doing before,” said Rach.

Summit has also found the way State National handles skip claims and the loss mitigation process to be easier than before, and Rach appreciates the smooth and speedy process. Her staff follows the easy submission procedure, and State National takes it from there.

“State National follows through, and we get paid, just like that. We simply provide the paperwork and they take care of it — it’s kind of magic!”

Now that Summit has experienced State National’s unique combination of superior tracking and claims technology, convenience and high-touch customer service, and the willingness to tailor program details to help credit unions optimize the member experience, Rach is very happy they made the choice to switch to State National.

“State National is very professional. They follow best practices and work together with us to make the member experience the best it can possibly be.”

“Our ability to deliver on promises is the driving force behind the relationship. We’re focused on making sure we’re giving our clients what they need and want.”

Charlie Miller, Vice President of Client Services, State National

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