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## **New competitive intelligence provider helps credit unions with decision-making**

MADISON, Wis. (8/23/10)—Informa Research Services will provide credit unions with rate intelligence and mystery shopping services through a new alliance with CUNA Strategic Services (CSS).

"What sets Informa apart from its competitors is its earned reputation for extreme accuracy and enthusiastic customer service," said Wes Millar, CSS senior vice president.

Established in 1983, Informa provides competitive intelligence services to more than 6,500 financial institutions nationwide. Its daily comparisons of credit union vs. bank market rates at the national, state and local levels allow credit unions to efficiently, correctly and quickly price their products, ensuring the best interest rates to their members.

"I am very pleased to be working with CUNA Strategic Services to bring credit unions better competitive intelligence and mystery shopping services," said Michael Adler, president and managing director of Informa Research Services.

"Informa's experience and understanding of the financial industry makes us the best choice to help credit unions with their product pricing and other research needs," he added.

Informa also performs member satisfaction studies, sales and service evaluations, compliance testing and other mystery shopping services to the financial services industry, resulting in powerful market information, insightful analysis and targeted recommendations.

Currently, Informa serves more than 6,500 clients including more than 500 of the top credit unions.

### About Informa Research Services, Inc.

Based in Calabasas, Calif., Informa Research Services provides the financial industry's most extensive array of market research and decision-support information. It conducts daily surveys of the retail, lending and business products offered by more than 10,000 financial organizations nationwide. Informa also performs mystery shopping and market research studies, delivering accurate and relevant measurements in the areas of employee sales and service, member satisfaction, closed account research and retention, competitive performance, fair treatment, and compliance testing. For more information, visit [www.informars.com](http://www.informars.com).

### About CUNA Strategic Services

CUNA Strategic Services Inc., owned jointly by Credit Union National Association (CUNA) and the state leagues, saved credit unions \$40 million in 2009 through its national pricing programs. It provides credit unions with access to high quality products, services, and technologies delivered with a competitive advantage made possible through volume pricing and strategic program development. For more information, call (800) 356-8010 and press 3, or visit [cunastrategicservices.com](http://cunastrategicservices.com).



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