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TECHNOLOGY

IWS Re-Brands Web Site

DEERFIELD BEACH, Fla. — Intercontinental Warranty Services has updated the Web site it uses to help market and provide educational information about the vehicle protection services it sells exclusively through credit unions.

The re-branded site is at www.iwsgroup.com and includes updates such as a credit union locator, a “get-a-quote” feature and company information for client credit unions.

The site will be continuously updated and contain much more consumer-oriented and educational material, said IWS’s president/CEO, Jim Hawk.

IWS provides vehicle service agreement, mechanical breakdown insurance and GAP products to about 300 credit unions nationwide.

The screenshot shows the IWS website interface. At the top, there is a navigation menu with links for HOME, ABOUT US, EMPLOYMENT, CONTACT US, and IWS NEWS. The main content area features four columns: IWS GROUP (with a photo of staff), MEMBER CONSUMER INFORMATION (with a photo of a woman), CREDIT UNION (with a globe icon), and TOP ACHIEVER'S CONFERENCE / CONTEST (with a ship icon). Below this is a section titled "FOLLOW THE IWS ROAD... ..TO ALL YOUR AUTOMOTIVE NEEDS" with a paragraph of text. To the right is a "MAKE THE OFFER HAPPEN IWSQUOTE" section featuring a dog icon and a form with fields for Name, Phone, Zip, and Email, along with dropdown menus for State, Year, and Make, and a "Get Your Free Quote" button.

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