

Why Your Brand is Important

for the SLWA program

2.5

million CUSTOMERS
enrolled in
SLWA
PRODUCTS

What Customers Are Saying



"I think it's great that you offer the service through the City and I am quite happy with it, thank you."



"I enrolled in plumbing insurance for my yard through a mailer and it was very easy to complete. I am glad my City offered me this service."



"This was brought to my attention through a mailer and all I had to do was call a number and we were set up. I was glad to see my City endorsed the service."

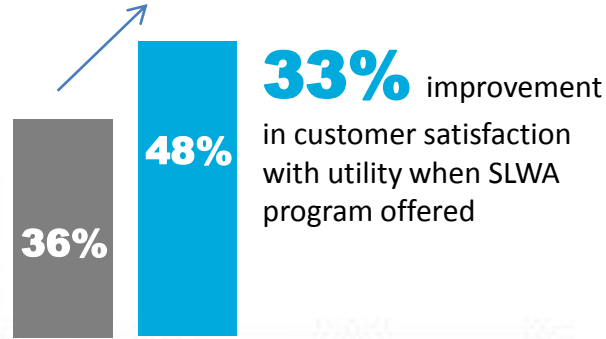


The Vocal Few

Only **0.6%** of customers have issue with service and **<1%** with use of City logos



99.4% of SLWA customers are satisfied with the service they received



More likely to enroll if City endorses program



More likely to enroll if City logo on materials

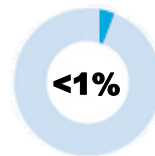


More likely to enroll if 3rd party logo on materials

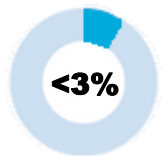


50% of Customers find additional logos confusing

Marketing Complaints



Don't use SLWA logo



Use SLWA logo

Helpful Tools

To help with those few customers who have **CONCERNS**:

- Q&A for customers and constituents
- Pre-mailing communications
- On-going educational materials for customers and stakeholders