

Bulletin 23-02

TO: All Mutual of Wausau Agents
FROM: Michael Moore, Vice President-Underwriting
DATE: May 19, 2023
RE: Mandatory e-mail field on new applications

As many of you are aware, there are a lot of companies that are trying to capture client e-mails to offer electronic communications and billing services. Mutual of Wausau Insurance Group is joining this effort. Therefore, effective immediately, all new Mutual of Wausau applications have a mandatory field for an e-mail address that a response needs to be entered.

If the insured does not have an e-mail address or wishes not to provide one, you can enter "n/a" and move on with the application. We do realize that entering "n/a" is the easiest option, but we ask for your assistance in making every effort to obtain this information.

Our desired outcome for doing this is to capture as many e-mail addresses as possible to provide our policyholder with electronic communication such as policyholder newsletters, annual meeting notices, etc. For those insureds that are willing, we would like to be able to offer them electronic renewals and billing options as well.

Thank you for your continued business!