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Support EXP sponsored the general session at the CUNA, Operations, Sales and Service Council Conference, on September 27-30, 2015, in Orlando, Florida and got a big round of applause from Greg Inman with Neighbors Credit Union, for participating in this year's conference.

"We are excited to have you as sponsors again this year. Support EXP is a terrific company and I highly recommend them to my credit union and banking colleagues, said Neighbors."

During the conference, Support EXP exhibited actionable, business intelligence with 'real-time' reporting capabilities and invited attendees to experience the techniques and tools that generate healthy and steady sales and revenue for credit unions.

"This year we broke new ground with the first *interactive*, customer-retention (cross-sell) application that accelerates the rate and effectiveness of sales conversations in real-time. Credit unions can now manage multiple sales channels more effectively and efficiently by *instantly* engaging promoters, passives and detractors with targeted product and service offers. Our clients benefit by improving member loyalty through an on-demand, just-in-time member experience, while simultaneously boosting product penetration ratios for accelerated revenue results," said Rhonda Sheets, President and CEO.

Since 1997, Support Financial Resources has pioneered performance optimization by creating new performance standards for financial institutions, globally. They have redefined the meaning of customer centricity, broken new ground in performance management with actionable business intelligence in real-time, and helped their clients achieve superior, consistent, (95<sup>+</sup>) customer satisfaction ratings, year over year.

**For more information, visit our website: [www.supportexp.com](http://www.supportexp.com)**