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# News Release

## Research Proves It...Differentiate Through People, says Support EXP's Rhonda Sheets in AXFI Keynote

**MINNEAPOLIS, MN – June 21, 2018** – Rhonda Sheets, the Founder, President and CEO of Support EXP, made a memorable third appearance as a speaker at the annual Analytics and Financial Innovation (AXFI) Conference, revealing the true pathway for credit unions to succeed by **differentiating** themselves in an increasingly digitized and commoditized market. Her Keynote presentation, **“Digital Transformation is the Strategy – Relationship Transformation is the Goal,”** ended the first day of the Conference on a powerfully positive note, giving credit union representatives a call to action in a daunting financial landscape.

Click below to view a brief video interview from the 2018 Analytics and Financial Innovation (AXFI) Conference, in which Rhonda makes the case for building a “People strategy” as a path to success, even in this era of digital transformation.

Rhonda convincingly demonstrated that, in the midst of digital competition, it is a credit union’s **People strategy** that will cause it to stand out from the crowd. She previewed Support EXP’s own data analysis and case studies measuring the comparative impact of four experiential drivers – Product, Channel, Process, and People – on member satisfaction. In illustrating her point, Rhonda delivered what was described as a “bombshell” by sharing a very recent cross-industry CX study by KPMG showing Navy Federal Credit Union as the top-ranking champion in Customer Experience Excellence – beating out brands like Amazon, Disney, and USAA. These study results demonstrate not only that credit unions can and do excel in the member experience, but that they do it through their *people*, not just their technology.

In her energizing presentation, informed by Support EXP’s years of research on credit unions, Rhonda showed that Support EXP has the tools to understand credit unions and the challenges they face, as well as the solutions to help them learn what their members want from their experiences, digital or otherwise. This insight from authentic member feedback is essential for informing strategies and designing practices that enable credit unions to consistently live their unique and recognizable difference.

*“Delivering through digital channels is only your ticket to be in the game. Do it well, and it still only brings you even with what is already being experienced out there. It won’t differentiate you. It’s your People, and how they deliver on your brand standard, that creates your unique and recognizable difference.”*

– Rhonda Sheets

[Watch Now:](#)



**About Rhonda Sheets:**

Rhonda Sheets is the founder, President and CEO of Support EXP, established in 1997. She is an internationally recognized thought leader, innovator, author, trainer, speaker and trusted partner in the credit union community. Rhonda has successfully positioned Support EXP as the leader in developing and delivering SaaS-based omni-channel member experience solutions and industry-leading consulting guidance for credit unions seeking to differentiate themselves by building authentic, trust-based member relationships. As a visionary and innovator, Rhonda has consistently been in the forefront of achieving superior MX performance results for credit unions – using voice-of-the-member strategies and analytics that enable clients to uniquely Live their Unique and Recognizable Difference™ every day.

**About Support EXP:**

Support EXP is the leader in developing and delivering SaaS-based omnichannel member experience solutions and industry-leading consulting guidance for credit unions seeking to differentiate themselves by building authentic, trust-based member relationships. From resolving member friction, throughout all channels, to creating high-performing front office and back office teams, our **Voice-of-the-Member** and **Voice-of-the-Employee** solutions profoundly and sustainably enable our clients to **Live Their Unique and Recognizable Difference™** every day.



**Actionable CX Analytics in Real Time**  
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