

**For Immediate Release**

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## **Rhonda Sheets delivers Hot Market Issue “The 5 Critical Challenges Facing Credit Unions Around the Member Journey” at DCUC**

**Dayton, Ohio** – Rhonda Sheets, President, Founder and CEO of Support EXP, recently presented “The 5 Critical Challenges Facing Credit Unions Around the Member Journey” at the Analytics and Financial Innovation (AXFI) Conference in Minneapolis. On August 15, she will be delivering this hard-hitting presentation as one of the two Hot Market Issues at the Defense Credit Union Council (DCUC) Conference in Boston to share her wisdom around the key to winning every challenge—Actionable Analytics.

Rhonda has been working alongside Dr. T Napier, human performance expert, to conduct proprietary research around the 5 Challenges with credit union executives (VP and higher). In the study, they are asked to share their perceptions of their credit unions’ experiences with the 5 Challenges:

1. **The Retention Challenge:** Retaining members in a time of diminishing loyalty
2. **The Branch Challenge:** Leveraging the value of the branch
3. **The Growth Challenge:** Increasing wallet share at the member level
4. **The Digital Challenge:** Delivering a seamless member experience across all channels
5. **The Analytics Challenge:** Making member experience intelligence/data actionable

The research findings have only confirmed what Rhonda knew about the importance of Actionable Analytics to winning every challenge. Rhonda has developed 6 crucial steps for capturing Actionable Analytics that will solve every other challenge credit unions are facing—starting with identifying the problem they’re trying to solve. Only then, Rhonda says, can credit unions work toward their ultimate purpose as organizations of people helping people through the Member Journey.

Interested in having Rhonda Sheets speak at your credit union or bank event? Contact Cheri Robison at [crobison@supportexp.com](mailto:crobison@supportexp.com) or 1-800-444-5465 ext. 115.

Download The 5 Critical Challenges Facing Credit Unions Around the Member Journey: An Interview with Rhonda Sheets. [Download Now](#)

For more information about Rhonda Sheets and Support EXP, visit [www.supportexp.com](http://www.supportexp.com). For more information about DCUC, visit [www.dcuc.org](http://www.dcuc.org).



**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 financial services industry. Based on her exhaustive research, capturing details of over 1,000,000 service and sales experiences, Rhonda’s speaking and training events inspire and equip leaders to make practical, game-changing differences in their teams’ performance.

**About Support EXP:** Support EXP is the leading innovator in market research and actionable analytics in the financial industry. We’ve partnered with some of the nation’s most progressive credit unions since 1997, capturing nearly 1,000,000 service experiences from the live environment across all distribution channels. By applying Support EXP’s actionable, real-time analytics and proven integration strategies, our clients create a clear path of distinction throughout the customer experience, creating organizations of excellence.

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