

# News Release

## Support EXP Introduces Affinity Partner Initiative

**Dayton - October 12, 2017:** Support EXP, the leading innovator of market research and Actionable CX Analytics for the financial industry, is excited to announce the launch of its Affinity Partners initiative. The initiative's purpose is to develop a network of independent banking/credit union professionals who understand the industry, have strong relationships within the banking community, and want to increase their influence in the marketplace. Support EXP will be actively seeking collaborations with individuals and organizations having the connections and experience to create awareness of Support EXP's data-driven solutions in their respective markets.

Support EXP recognizes that credit unions and banks are challenged with a competitive environment that demands that the Customer Experience (CX) – throughout all channels – be measured and managed in such a way as to maintain and grow current relationships, while securing future loyalty. The key to meeting this challenge is actionable knowledge obtained directly from the member/customer – this knowledge is also known as Actionable Business Intelligence. To survive and thrive, financial institutions must know what their members/customers are thinking about them, what they are feeling toward them, and most importantly, WHY they are thinking and feeling this way. This is what Support EXP does: enable its clients to take immediate and profound action – in real time – to maintain and grow current relationships, while securing future loyalty that drives organic revenue growth and profitability.

Affinity Partners collaborating with Support EXP will be prepared to hold meaningful conversations with clients and prospective clients regarding their customer experience challenges and the innovative solutions that can be made available to them. Support EXP endeavors to ultimately position its Affinity Partners to be recognized as CX professionals who can help credit unions and banks meet their greatest growth challenges, with significant measurable results.

Rhonda Sheets, founder, president and CEO of Support EXP, affirms that, "Through our CX solutions that actionably measure and profoundly manage the customer experience, in real time, we and our select group of industry partners will ensure a clear path for our clients to win and keep on winning in their markets."

**For more information about the Affinity Partners initiative, please contact Ron Larry, Support EXP's Director of Marketing & Affinity Partner Program, at [rlarry@supportexp.com](mailto:rlarry@supportexp.com) or 1-800-444-5465 x165.**

**About Support EXP:** Support EXP is the leader in innovative, Member Experience (CX) Actionable Analytics that enable financial institutions to get in touch with the CX Movement by actively and holistically measuring and managing the entire member journey – in real time. From pinpointing member friction to closing performance gaps and building loyalty, our **CX Actionable Analytics Wheelhouse of Solutions** and integration expertise enable you to gain control over every facet of the member journey – from front office to back office – so that you draw your members closer – *to you*.

For Immediate Release

### Follow Us:

LinkedIn: <https://www.linkedin.com/company/supportexp>

Twitter: <https://twitter.com/SupportEXPBiz>