Support EXP and Suncoast Credit Union at the forefront of measuring new banking technology

Dayton, Ohio – Interactive Teller Machine technology (ITMs), sometimes known as virtual tellers, are radically changing the banking experience for financial consumers across the nation. One of Support EXP's clients, Suncoast Credit Union, is in the process of implementing ITM technology at several of their branch locations, including a new branch featuring ITMs with member advocates on site to assist members. Alongside Suncoast Credit Union, Support EXP is capturing data to measure the quality of customer service via digital that one would expect in any branch experience--reliability, empathy, assurance and efficiency. Together, Support EXP and Suncoast Credit Union are using advanced measurement and actionable analytics to assure that the digital is humanized, providing a model for financial institutions everywhere.

Suncoast Credit Union is using Support EXP's product, Service & Sales CX™, to measure employee behavior, specifically looking at member satisfaction levels with their experiences through the ITM platform and at whether or not the credit union misses, meets or exceeds member expectations. Ultimately, Suncoast Credit Union is using Service & Sales CX™ to measure member expectations versus the reality. Suncoast Credit Union is also using Support EXP's Net Referral[+] CX survey program to measure their members' ITM experiences post-transactionally. Support EXP is using this program to measure elements like ease of use, member relationships with the credit union and overall member loyalty.

Suncoast Credit Union grasped the importance of actionable analytics from the beginning of this initiative. Rather than jumping in and hoping for the best throughout the implementation and testing phase, they incorporated a strategic imperative to measure their members' experiences during implementation so adjustments can happen along the way, ultimately creating a seamless experience for the member. The innovative technology of ITMs is just part of the overall banking experience transformation happening throughout the financial services industry, and by partnering with Suncoast Credit Union, Support EXP is using actionable analytics to carve the path of differentiation by humanizing the digital experience with banking technology. Both programs measure the digital experience through Digital UX™.

For more information **Click Here**.

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 over 1,000,000 service experiences in 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.

About Suncoast Credit Union: Suncoast Credit Union is the largest credit union in the state of Florida, the eighth largest in the United States based on membership, and the 14th largest in the United States based on its $7.5 billion in assets. Chartered in 1934 as Hillsborough County Teachers Credit Union, Suncoast Credit Union currently operates 60 full-service branches and serves more than 704,389 members in the following Florida counties: Charlotte, Citrus, Collier, DeSoto, Dixie, Gilchrist, Glades, Hardee, Hendry, Hernando, Highlands, Hillsborough, Lee, Levy, Manatee, Marion, Pasco, Pinellas, Polk, Sarasota and Sumter. Since its founding in 1992, the Suncoast Credit Union Foundation has raised and donated over $16 million to organizations and initiatives that support the health, education and emotional well-being of children in the communities that the credit union serves. For more information visit: suncoastcreditunion.com, facebook.com/SuncoastCreditUnion @SuncoastCU.

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