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News Release

Support EXP's Credit Union Clients are the Elite in Member Satisfaction, *Forbes* Study Says

CENTERVILLE, OH – July 12, 2018 – Support EXP credit union clients are among the best-of-the-best when it comes to serving their members, according to the results of a recently released *Forbes* report. Eight credit unions ranking among the highest in their respective states have one thing in common: they currently rely on Support EXP's Voice-of-the-Member strategies and analytics to improve performance and increase member satisfaction and loyalty. To put the results in perspective: only 145 different credit unions – approximately 2.5% of the 5806 total credit unions in the U.S. – made the list. It's no coincidence that Support EXP's clients are well-represented among the elite in member satisfaction and members' willingness to recommend them to others. By capturing insights to close performance gaps through skills-based training at the behavioral level, these clients are developing and living a gold-standard brand of member experience excellence.

Of note, the top-ranked credit union nationally is an example of Support EXP's solutions in action: Louisiana-based Barksdale Federal Credit Union ($1.3B assets, 129K members, 349 FTEs), the credit union with the highest overall score, has used Support EXP's Service & Sales CX℠ mystery shopping solution since 2003 to maximize the quality of its employees' service delivery through coaching at the behavioral level. As measured on the 1 to 5 scale used by Service & Sales CX℠, Barksdale's service scores trended upward from 4.44 to 4.80 from 2003-2018, solidifying its position at well above the industry average of 4.42 for general satisfaction. Barksdale has since adopted an even more holistic strategy for addressing all aspects of the member journey, partnering with Support EXP to deploy its closed-loop survey-based platform solution for measuring and managing the member experience in real time. In addition, Barksdale has implemented Support EXP's peer-based survey solution for assessing and improving internal service quality within and among its employee teams.

In conducting the study, *Forbes* partnered with market research firm Statista to survey more than 25,000 U.S. financial consumers on their prior and current banking relationships. Banks and credit unions were rated on customer/member satisfaction and overall likelihood of member recommendation, as well as the five sub-dimensions of trust, terms and conditions, branch services, digital services, and financial advice. The results were used to identify and rank the best banks and credit unions in each state. Using a scale of 1 to 5, survey respondents gave a general satisfaction rating of 4.42 for credit unions overall (outperforming banks at 4.24 overall).

Inclusion on this select *Forbes* list of credit unions reflects the commitment of these eight Support EXP clients to meeting and exceeding their members' expectations. Their success is prime evidence that, by

making a gold-standard brand of service to their members a priority, credit unions like those leveraging Support EXP's strategies and analytics are truly living their unique and recognizable difference.

Please click on the link below to view the *Forbes* article:

https://www.forbes.com/sites/kurtbadenhausen/2018/06/28/the-best-banks-and-credit-unions-in-every-state/#4c9a41194502

For more information about how Support EXP's innovative Voice-of-the-Member and Voice-of-the-Employee strategies and analytics can help you join the best-of-the-best in member satisfaction and loyalty, please contact:

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About Support EXP:
Support EXP, a pioneering research organization and thought leader in the credit union community, recognizes that credit unions are best positioned to succeed when they see their **People** as their MX differentiator. Our best-in-class **Voice-of-the-Member** and **Voice-of-the-Employee** strategies and analytics transform authentic feedback into actionable insights for immediate, measurable performance improvement. Through engaged, empowered employees who consistently deliver a gold-standard level of member experience, credit unions build and sustain member loyalty by living their unique and recognizable difference.