

News Release

Support EXP's Lew Thomson to Inspire 2018 inVest48 Conference Attendees to “Live Their Difference™”

DAYTON, Ohio – April 13, 2018 – Lew Thomson, Client Success Senior Leader for Support EXP, will challenge credit union attendees of the Ohio Credit Union League’s **2018 inVest48 Conference**, to be held in Columbus from April 23 -25, to reflect on what **differentiates** their organizations in a commoditized market. He will focus on the critical need for credit unions to come to terms with where they really stand with their members, then **Adjust, Adapt, and Align**.

All financial institutions have to face the reality of digital transformation. Although some embrace this wave of change to a greater degree than others, credit unions need to keep in mind the unique difference their members experience in belonging to their credit union. When technology has levelled the financial services playing field in terms of price, products, and channels, the winners will be those banking institutions that stand out through the **trust-based member relationships** they build and sustain.

According to Rhonda Sheets, President and CEO of Support EXP, “It’s one thing for a credit union to say they present a difference in the marketplace for financial consumers. It’s an entirely different thing to **live** that difference. The only way to close the gap is by continually asking the question, ‘What do our members actually experience as our difference?’”

Lew’s dynamic presentation will discuss:

- The essential relationship drivers that can lead to impactful change
- Why your real value proposition may not be what you think it is
- The force that counteracts the trend toward commoditization
- Why identifying and resolving friction is critical to sustained member relationships
- What needs to be included in your strategy to win the challenge of transforming member relationships

Support EXP encourages you to attend this exciting conference and Lew’s thought-provoking session on digital and relationship transformation. Please register by using the link below:

Register Now: <https://www.cvent.com/events/invest48-2018/registration-7894795e74c246d1b948474a06ee950e.aspx?p=10&f&fqp=true>

About inVest48:

This year’s inVest48 is all about arming Ohio credit unions with what they need to better serve their members now and for years to come. Conference sessions will provide answers to credit union attendees for tackling their current challenges, offer strategic insight into what is to come, and offer opportunities to connect with peers and business partners.

About Lew Thomson:

Lew Thomson, Client Success Senior Leader for Support EXP, is driven by results in helping credit unions get to where they desire to be – and get there better, faster, and stronger. He provides credit unions with the resources they need to take their performance to the next level. He is an evangelist of Support EXP, spreading the word to credit unions on how to leverage their greatest asset: the Voice of the Member. Lew's guidance has led credit unions to achieve phenomenal results by utilizing voice-of-the-member data analytics to shape strategy and implement best practices from the front line to the back office. With cutting edge research and expert know-how, Lew's strategic and practical leadership puts credit unions on a crystal-clear path to living their unique difference.

About Support EXP:

Support EXP, based in Centerville, Ohio, is 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. From resolving member friction, throughout all channels, to creating high-performing front office and back office teams, our **Voice-of-the-Member** solutions profoundly and sustainably enable our clients to uniquely **Live Their Difference™** every day.