

News Release

Support EXP's Rhonda Sheets to Inspire 2018 AXFI Conference Attendees to "Live Their Difference™"

DAYTON, Ohio – May 31, 2018 – Rhonda Sheets, the Founder, President and CEO of Support EXP, returns this year to the Analytics and Financial Innovation (AXFI) Conference to challenge attendees to reflect on what **differentiates** them in an increasingly digitized and commoditized market. In her engaging Keynote presentation, "**Digital Transformation is the Strategy – Relationship Transformation is the Goal,**" she will focus on the critical need for credit unions – regardless of their stage of digital development – to come to terms with the shrinking gap in reported satisfaction between members of credit unions and bank customers.

The 5th Annual AXFI Conference, to be held in Minneapolis, Minnesota, from June 10-13, will address the growing need to make analytics and innovation a top priority for credit unions.

Although some financial institutions embrace the wave of digital change to a greater degree than others, credit unions need to keep in mind the unique and recognizable difference their members experience in belonging to their credit union. When technology has leveled 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.

Voice-of-the-member strategies and analytics are essential for building these relationships, as they enable credit unions to understand and meet member expectations about the service they receive across all channels.

Using data-driven insight from member surveys, Rhonda's 2018 Keynote presentation at AXFI on June 11 will address:

- What credit union members are saying that indicates when their credit union is living a unique and recognizable difference
- The essential relationship drivers that can lead to impactful change
- The effect of digital service delivery on member satisfaction
- Why identifying and resolving friction is critical to sustained member relationships and long-term loyalty
- What needs to be included in a credit union's strategy to win the challenge of transforming member relationships

*"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?'"*

– Rhonda Sheets

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 credit union community. Rhonda has successfully positioned Support EXP as 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.

As a visionary and innovator, Rhonda has consistently been in the forefront of achieving superior MX performance results for credit unions – using voice-of-the-member strategies and analytics that enable clients to uniquely Live their Unique and Recognizable Difference™ every day.

About AXFI:

The Analytics and Financial Innovation (AXFI) Conference, now in its fifth year, is the premier educational event for financial service professionals serious about analytics and innovation in the industry. The conference, co-hosted by OnApproach and Best Innovation Group, brings credit union leaders and industry experts together in an educational forum to discuss analytics, innovation, cyber security, and the collaborative future of the credit union movement.