

## News Release

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

**DAYTON, Ohio – April 26, 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 a commoditized market. In her thought-provoking Keynote presentation, "**Digital Transformation is the Strategy – Relationship Transformation is the Goal,**" she 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.

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.

Rhonda's 2018 Keynote presentation at AXFI will address:

- 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

*"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

**Register Now and use Promo Code EXP\$50 for \$50 Off: <https://goo.gl/2geCzi>**

#### **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 insight and Actionable MX solutions that enable clients to uniquely Live Their 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.