

# Another

## SUPPORT EXP

### Success Story



- \* **Forbes' Best-in-State Member Experience**
- \* **Nearly \$2 billion in assets**
- \* **Washington DC credit union with International Branch Presence – Europe**

## Highlights

## MEASURING NPS PRECISELY FUELS SUCCESS

### The Challenge

When Andrews Federal Credit Union partnered with Support EXP to track its NPS®, they were discouraged to see a baseline of 43, knowing what this represented: that fewer than half of their members who provided survey feedback would recommend their credit union to friends and family. Andrews Federal was struggling to build the strong member relationships that fuel long-term loyalty and revenue growth.

### The Solution

Andrews Federal reached out to Support EXP for its real-time, survey-based solution and performance management expertise. Based on these strategic goals, Support EXP guided the implementation of its multi-faceted **Insight Builder** survey-based platform. Andrews Federal now has a *powerful, closed-loop capability*: by seeing what members are saying about their experiences the moment they submit their surveys, Andrews Federal's representatives are able to respond *instantly* to resolve concerns, answer questions, and suggest products and services based on their members' unique needs.

### The Results

The improvement Andrews Federal has seen in NPS, and member and employee engagement is, in their words, "**absolutely incredible.**" They have achieved a monthly NPS as high as 74.22 and are consistently scoring above their goal of 60.

Support EXP provides valuable learning resources and coaching guidance to help Andrews Federal strengthen relationship-building skills and deliver an exceptional experience to every member, every time. Combining this with our **Growth Booster quality driven outreach module** has directly created over \$4M in cross-sales for Andrews Federal in the last two years.

More than identifying 'one-off' cases of friction in the member experience, Support EXP's Insight Builder solution targets systemic friction to resolve MX issues completely – at the very core of the problem. Just one example: in response to member feedback trends regarding their digital banking services, Andrews Federal made the decision to partner with a new website, online banking, and mobile app provider.

This incredible cultural transformation makes Andrews Federal stand out as an MX leader, with **Forbes recognizing Andrews Federal as the best in member experience in Washington, DC.** Support EXP is thrilled to be a part of Andrews Federal's success!

# 64.2

NPS – nearly  
2x industry average

# \$4M

in new sales revenue  
driven by member feedback

# 50%

NPS improvement  
since EXP's implementation

“ Without the insights we receive from Support EXP's reporting, our teams would make decisions based on assumptions, rather than facts. Through Support EXP's solutions and expertise, we are able to make informed, educated decisions that positively impact our employees, our bottom line and, most importantly, our members.

– Andrea Ashcraft  
Director of Sales and Service