



February 20, 2020

Marshall Community Credit Union wins MemberXP 2020 Best of the Best award!

Marshall, MI – MemberXP, a solution of CU Solutions Group, has named Marshall Community Credit Union one of their 2020 Best of the Best award winners.

The prestigious Best of the Best award is granted each calendar year to credit unions that have consistently provided exceptional member service. Only one in five of the highest-performing credit unions utilizing the MemberXP platform are given this honor. The Best of the Best award is independently granted by MemberXP based on specific criteria, including member service and ease of use.

MemberXP is a credit union platform that allows members to provide immediate feedback on the service they receive. Serving credit unions in the United States and Canada, MemberXP uses mystery shops and member surveys to gauge the overall member experience across multiple delivery channels. The platform also tracks specific experiences such as applying for a loan, conducting a transaction – mobile, online or in branch - or opening a new account.

"As a member-driven financial institution, we are passionate about creating extraordinary member experiences," said Corrie Rozell, MCCU's Chief Operating Officer. "Our more than 15,000 members deserve to do business with a financial institution that respects them and works in their best interest. I am proud of our team at MCCU, for making that possible for our members."

"Connecting with members on a personal level and delivering consistently positive experiences is at the core of what makes credit unions special," said Dave Adams, president and CEO of CU Solutions Group. "MemberXP helps uncover what members are thinking and how they feel during every touchpoint and interaction with their credit union. The Best of the Best awards recognize credit unions that leverage those insights to create truly remarkable member experiences. We're proud to work with such dedicated organizations and individuals."

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Marshall Community Credit Union is a federally insured full-service financial institution with offices located in Marshall, Battle Creek, and Coldwater. For more information on products, services or membership, please contact 269.781.9885 or visit marshallcommunitycu.com.

CU Solutions Group is an award-winning credit union service organization that offers products and services in the areas of technology, marketing, HR performance and strategic advisory, which include web services, mobile app solutions, Agency Services, Save To Win, MemberXP, Love My Credit Union Rewards, Performance Pro and Compease. The company has more than 100 investors comprised of credit unions, credit union leagues and credit union system organizations. Headquartered in Livonia, Mich., the organization has strategic partnerships with Sprint, Intuit TurboTax®, GSTV and AffirmX. For more information, visit CUSolutionsGroup.com.

MemberXP provides actionable member research to credit unions via MemberView, its omnichannel voice of member platform and MemberShoppers, its mystery shopping platform. MemberXP serves credit unions across North America and in Canada ranging in asset sizes of \$100 million to over \$9 billion. Learn more about MemberXP's Best of the Best Awards at memberxp.com/best-of-the-best-award/

