



Marshall Community
Credit Union

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MCCU wins Best of the Best Award from CU Solutions Group

MARSHALL, MICHIGAN – MemberXP, a leading customer experience program offered through CU Solutions Group, has named Marshall Community Credit Union (MCCU) as one of their 2023 Best of the Best award winners!

Annually, the Best of the Best award is given to credit unions that consistently provide extraordinary service, as reported by their own members. Only the highest-performing credit unions using the MemberXP program receive this incredible honor. More than 300,000-member surveys were completed in 2022, providing data on key performance indicators and specific feedback regarding financial experiences, such as opening an account or applying for a loan. With an 11% year-over-year increase in the number of credit unions using MemberXP, the winners represent the best-in-class of customer service for the industry.

Across two universal customer experience metrics, Net Promoter Score (NPS)[®] and Member Effort Score (MES), rankings are determined and verified. The top 25% of performers in each financial experience receive the awards.

MCCU received the award for Online Banking Experience.

“Being recognized for the Best of the Best is significant because it's our members positive feedback that enabled us to receive this award,” said Corrie Rozell, CEO, MCCU. “As a member-owned financial institution and financial partner, it is important we exceed member needs with ease and functionality. Thank you to our members who provided feedback on our products and services as it enables us to improve our members experience.”

Creating member loyalty in a sea of ever-increasing competition from other financial institutions and Fintechs is no easy feat. Members who actively engage with a credit union and provide valuable insight can and should drive change and improvement for the organization. The winners of this award not only listened the needs and wants of their members, but they also acted on those responses for remarkable results. Congratulations to this year's member experience leaders.

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About MCCU

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

About CU Solutions Group

CU Solutions Group is an award-winning credit union service organization that offers products and services in the areas of Martech Solutions (Technology & Marketing), HR Performance Solutions, and Consumer Rewards. The organization is home to national credit union-focused brands including Love My Credit Union Rewards, Save to Win, MemberXP, Compease and Performance Pro. The company has numerous investors comprised of credit unions, credit union leagues and credit union system organizations and maintains strategic partnerships with Intuit TurboTax®, Marquis, CU Risk Intelligence, and more. For more information, visit CUSolutionsGroup.com.

About MemberXP

MemberXP, a product of CU Solutions Group, is the pioneer and market leader in Credit Union Experience Management. The MemberXP technology platform enables credit unions to collect, manage and act on member experience data collected via digital surveys and mystery shoppers. Using the suite of experience management tools offered by MemberXP, credit unions can engage employees, reduce churn, turn detractors into promoters and create clear and potent returns on investment. Over 120 credit unions nationwide rely on MemberXP to consistently build services members love, deepen member loyalty, develop an outstanding employee culture, and deliver on their brand promises. For more information, visit MemberXP.com.

Net Promoter Score is a trademark of Satmetrix, Bain & Company, and Fred Reichfield.