



Marshall Community  
Credit Union

**Marshall, MI, January 30, 2018** - MemberXP, a credit union member experience measurement platform, has designated Marshall Community Credit Union as one of 2018's "best of the best" credit unions.

The MemberXP Best of the Best designation is awarded to credit unions that consistently provide exceptional levels of member service during a calendar year. This prestigious award is given to fewer than one in five of the high-performing credit unions using MemberXP's service evaluation platform. A credit union cannot apply for this award. It is independently granted by MemberXP based on specific criteria including member service and ease of use.

MemberXP is a voice of member platform that allows credit union members to provide immediate feedback on the service they receive. The platform utilizes mystery shops and member surveys to gauge the overall member experience across multiple delivery channels and specific experiences such as getting a loan or opening a new account.

"MemberXP gives us a platform for listening to members, answering questions, and improving the overall member experience," said Heather Luciani, CEO of Marshall Community Credit Union. "We are delighted that our member experience is one of the best among high-performing credit unions. We thank our team for providing an extraordinary experience. We look forward to continuing to improve and to exceed the expectations of each member we assist."

"MCCU's top scores show a real commitment to listening to members and improving the member experience based on that feedback," said Constance Anderson, founder of MemberXP.

## **About MCCU**



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MCCU was established in 1951 and is a full service financial institution proactively promoting the credit union philosophy of "people helping people." Members need to go only as far as their credit union for high earnings on savings, low rates on loans, no annual fee credit cards, home financing — the list of services is endless. The credit union also offers convenient services such as online banking, mobile app, instant issue debit cards, and much more.

Our Mission:

**“Partnering with Members for financial success through service, solutions, and education”**

#### **About MemberXP**

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 ranging in asset sizes of \$100 million to over \$8 billion. Learn more about MemberXP’s Best of the Best Awards at [memberxp.com/best-of-the-best-award/](http://memberxp.com/best-of-the-best-award/)

