**For Immediate Release**

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**News Release**

**Support EXP Congratulates Forbes Best-in-State Credit Union Clients, the Elite in MX Delivery**

**CENTERVILLE, OH –** Support EXP celebrates its credit union clients recognized as among “the Best” in their respective states in delivering exceptional member experiences, according to Forbes’ 2021 survey of [America’s Best Credit Unions in Each State](https://www.forbes.com/best-in-state-credit-unions/#17d563361671).

For the fourth year, Forbes partnered with market research firm Statista to survey nearly 25,000 financial consumers in the U.S. about their current and former banking relationships. Financial institutions were scored on overall recommendations and satisfaction, as well as six subdimensions: Trust, Terms and Conditions, Customer Services, Branch Services, Digital Services and Financial Advice. Of the 5,068 credit unions nationwide, less than 4% made the Forbes list.

Once again, credit unions relying on Support EXP solutions and expertise to measure and improve their member experience were well-represented on the Forbes list. These credit unions recognize the essential role that dynamic MX measurement plays in keeping pace with the shifts in members’ expectations and mindset. Because the annual Forbes/Statista survey is based on member satisfaction and trust, this recognition is especially meaningful in the credit union community. The results reflect how well credit unions are living up to their members’ expectations and excelling in their driving purpose of serving their members.

“Support EXP salutes our clients on the 2021 Forbes Best-in-State list,” says Rhonda Sheets, founder, CEO and President of Support EXP. “Great credit union leaders lead well – especially during times of great change. This achievement reflects solid leadership that inspires commitment through a vital team that delivers the results. We’re honored to provide the data-driven strategies and analytics that help credit unions achieve and sustain a Forbes ‘best-in-class’ standard of member experience excellence.”

Having clients recognized by Forbes year over year is a testament to the effectiveness and impact of Support EXP’s data-driven solutions. Support EXP is proud to play a role in the continued success of these elite financial institutions.

**For more information about Support EXP’s agile MX solutions and innovations, please visit:**

<https://supportexp.com/>

**About Support EXP:**

Founded in 1997, Support EXP has become the member experience (MX) management expert at leading and guiding transformations of credit unions beyond the transactional level. Our MX feedback solutions deliver direct, data-driven insight across all channels, lines of business, and functional areas. With timely MX intel, we enable credit unions to act strategically, so they can lead in their market and flex with immense agility.

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