**For Immediate Release**

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**News Release**

**Executive Leadership Playbook for 2021 Keeps Credit Unions on Pace with Accelerated MX Changes**

**CENTERVILLE, OH –** For credit union leaders struggling with complexity, unpredictability, and compressed time for decision making, **Support EXP** offers an agile, innovative way to keep pace with today’s often breakneck changes in the member experience. The leading innovator of MX measurement and management solutions for credit unions is uniquely equipped to design a customized **Executive Leadership Playbook for 2021** to help credit unions quickly identify and address their top MX priorities.

Support EXP partners with credit unions like ORNL Federal Credit Union, a $2.6 billion institution with 28 branches in eastern Tennessee, to ensure their Executive Leadership Team has the key insights needed to inform MX strategy, change operational practices, and accomplish identified objectives:

"Support EXP's partnership has provided the member service accountability construct necessary for our service goals,” says Joy Wilson, SVP and Chief Administrative Officer at ORNL FCU. “Support EXP provides support through a clearly benchmarked and transparent program accessible to Credit Union leadership and which can be cascaded to all employees through coaching and development. Through our collaborative efforts, we have implemented a holistic approach which focuses upon the key drivers most important to our membership. They have helped us navigate through 2020 COVID-impacted service challenges and are helping shape our 2021 service priorities in a way that strategically drives business imperatives."

More than just a static, one-time snapshot of MX culture, the **Executive Leadership Playbook** is a dynamic tactical approach that gives credit unions insights for timely, impactful action based on real-time member and employee feedback data. Using a data-driven methodology, Support EXP data analysts pinpoint areas of strategic priority in the Products, Processes, People, and Channels making up the member experience. Then they configure a customized MX strategy with these powerful features that shorten the time to action:

* Targeted, Intelligent Survey Development/Deployment
* Comprehensive Real-Time Analytics
* Performance Tracker monitoring improvement by Key Organizational MX Metrics
* Translation of Analytics into Actionable Next Steps
* C-Level Collaboration

Support EXP can provide everything credit unions need to quickly and comprehensively DIAGNOSE MX priorities; FIX operational, systemic MX problems; SUSTAIN consistently excellent performance; and GROW member relationships and loyalty, along with sustainable revenue – an ongoing cycle of success.

“Today, more than ever, your members need predictable experiences and predictable outcomes,” says Rhonda Sheets, President and CEO of Support EXP. “And today, your Senior Leadership Team needs expert, dependable, and data-driven resources to help them lead well and to keep the credit union on target with its key objectives so that you navigate every single month of this year – predictably.”

To learn more about getting your own **Executive Leadership Playbook for 2021**, please visit:

<https://supportexp.com/2021-playbook/>