



Contact: media.inquiry@bcu.org | 340 N. Milwaukee Ave. Vernon Hills, IL 60061 | bcu.org

BCU AMONG FIRST RECIPIENTS OF TETHR CXCELLENCE AWARD FOR OUTSTANDING MEMBER EXPERIENCE

CHICAGO – October 26, 2022 – Earlier this month, as part of National Customer Service Week, BCU was awarded with leading AI-powered conversation intelligence platform, Tethr’s, first-ever CXcellence Award for Member Experience. The awards recognized Tethr’s top-performing users in ten categories. The Member Experience category, specifically, honored BCU for its revered dedication to its members. “We are honored to be recognized for our excellence in member experience,” said Melissa Castagna, BCU Director of Member Experience. “Outstanding member interactions are what we strive for, and the data we get from Tethr helps us measure that.”

The Credit Union utilizes continuous monitoring to ensure consistent and beneficial experiences for members. “The sincere and trustworthy care our employees put into each member interaction is really what sets us apart from big banks and other financial institutions. It’s rewarding to see that our dedication is evident in the data itself, and we’re grateful for the recognition from Tethr,” said BCU Senior Director of Member Relations, Keith Parris.



According to Tethr, BCU ranked #1 in providing proactive guidance, and excelled in the use of action-focused advocacy language, positive language, and expectation setting.

About BCU: BCU is a purpose-driven organization that empowers people to discover financial freedom. With over \$5B in assets, while being both not-for-profit and member-owned, the Credit Union is driven by the commitment to provide extraordinary service. BCU members enjoy access to financial services and well-being programming that inspire confidence through the brand promise “Here Today For Your Tomorrow.” BCU is the financial well-being benefit partner for some of America’s best companies, currently serving Fortune 100 workplaces throughout the United States and Puerto Rico. Lifetime membership is offered to employees and families of their company partners, and those living or working in Chicago-area communities.

To learn more, visit [BCU.org](https://bcu.org)

