**For Immediate Release**

**Date:** December xx, 2022

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**News Release**

**Support EXP’s Genesis Scales Survey Platform Sophistication for Right-Sized Success**

**CENTERVILLE, OH –** Trusted MX advisor and solution provider Support EXP is excited to announce the release of [Genesis](https://supportexp.com/insight-builder-genesis/), a streamlined version of its groundbreaking Insight Builder member survey platform. Genesis is designed to accommodate credit unions needing a survey solution to capture vital member intel but lacking the resources of larger institutions.

Genesis provides the core feedback capture and reporting essentials of the complete Insight Builder survey platform. With timely Alerts calling attention to member dissatisfaction, it enables member retention through closed-loop management of MX friction. At a time when 76% of customers say they would switch to a competitor after just one bad service experience[[1]](#footnote-1), businesses are realizing that CX is a revenue-generating engine, not a cost center.

In addition to driving service recovery, sales opportunities revealed through the surveys can optimize the value of Genesis so that it essentially pays for itself through deepening of member relationships.

Insight Builder is Support EXP’s comprehensive survey platform that elevates the member experience with these capabilities, all components of Genesis:

* Delivers actionable intel from real-time member feedback and NPS, CES, and/or CSAT analytics
* Pinpoints friction throughout the member journey
* Identifies root causes of member perceptions and attitudes
* Powerfully and precisely drives intervention for service recovery

Now, smaller credit unions can get all the sophistication and robust reporting of the same survey platform large CUs like Suncoast Credit Union and Grow Financial Federal Credit Union use to measure and improve their member experience to Forbes-Best quality – at a price designed to accommodate their budget and maximize ROI.

With upfront monthly pricing and program launch in as little as two weeks, Genesis hits the sweet spot of credit unions looking for an affordable turnkey survey solution. Included are custom-branded survey design, actionable feedback data analytics, Alert capability, and expert consultation for successful integration and deployment.

One of the first credit unions to view Genesis was amazed at the short implementation runway, noting that none of the survey options they looked at promised delivery of actionable MX data so quickly.

With Genesis, now there’s no excuse for credit unions not to listen to and understand their members!

“Genesis is designed for credit unions under $500M in assets, or larger credit unions that want to ‘walk before they run’ with an MX program,” says Rhonda Sheets, President and CEO of Support EXP. “If, like many CU executives, you’re trying to do more with less while still making MX a priority, Genesis might just be the budget-conscious but intel-rich solution for you.”

**For more information about how Genesis can fit your credit union, please visit:**

<https://supportexp.com/insight-builder-genesis/>

**About Support EXP:**

For 20+ years, Support EXP has researched and innovated to become the premier provider of member feedback solutions, actionable analytics, and expert guidance for the credit union industry. We specialize in helping credit unions deliver a differentiating member experience (MX) by optimizing performance with data-driven MX and EX intel. Through powerful and profoundly translated member and employee analytics, we guide credit unions to predictable outcomes.

1. Zendesk Customer Experience Trends Report 2022 [↑](#footnote-ref-1)