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FOR IMMEDIATE RELEASE

Vantage Honored with Best of the Best Award for Outstanding Member Experience

ST. LOUIS –Vantage Credit Union has been named a 2023 Best of the Best award recipient by MemberXP for outstanding member experience in the category of Most Reliable Staff. This annual award is given to credit unions that consistently provide extraordinary service, as reported by their own members.

Only the highest-performing credit unions using the MemberXP program receive this incredible honor. MemberXP, a leading CX program offered through CU Solutions Group, collected data via their secret shopper and daily member service surveys. Across two universal CX metrics, Net Promoter Score® (NPS) and Member Effort Score (MES), rankings are determined and verified. The top 25% of performers in each financial experience receive the awards.

“As a member-owned, member-led financial service organization, being recognized for our service based on direct member feedback is the highest honor,” said Mike Gatrell, Chief Growth & Revenue Officer, Vantage Credit Union. “We focus on being trusted advisors, and we value member feedback as we continually adapt and evolve to meet our members’ needs.”

In today’s competitive landscape of financial institutions and Fintechs, creating member loyalty is challenging. Members who actively engage with the credit union and provide insight can help drive change and improvement within the organization. Credit unions recognized by MemberXP as Best of the Best have not only listened to the needs and wants of their members, but also acted on those responses to improve member experience.

More than 300,000 member surveys were completed in 2022, providing data on key performance indicators and specific feedback regarding financial experiences, such as opening an account or applying for a loan. With an 11% YOY increase in the number of credit unions using MemberXP, the winners represent the best-in-class of customer service for the industry.

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About Vantage Credit Union

Vantage Credit Union is a leading, full-service financial institution with over \$1 billion in assets and 72,000 member-owners. The credit union's 13 locations serve the City of St. Louis and 19 counties in eastern Missouri and Madison and St. Clair counties in Illinois.

About CU Solutions Group

CU Solutions Group is an award-winning credit union service organization that offers products and services in the areas of Martech Solutions (Technology & Marketing), HR Performance Solutions, and Consumer Rewards. The organization is home to national credit union-focused brands including Love My Credit Union Rewards, Save to Win, MemberXP, Compease and Performance Pro. The company has numerous investors comprised of credit unions, credit union leagues and credit union system organizations and maintains strategic partnerships with Intuit TurboTax®, Marquis, CU Risk Intelligence, and more. For more information, visit CUSolutionsGroup.com.

About MemberXP

MemberXP, a product of CU Solutions Group, is the pioneer and market leader in Credit Union Experience Management. The MemberXP technology platform enables credit unions to collect, manage and act on member experience data collected via digital surveys and mystery shoppers. Using the suite of experience management tools offered by MemberXP, credit unions can engage employees, reduce churn, turn detractors into promoters and create clear and potent returns on investment. Over 120 credit unions nationwide rely on MemberXP to consistently build services members love, deepen member loyalty, develop an outstanding employee culture, and deliver on their brand promises. For more information, visit MemberXP.com.

Net Promoter Score is a trademark of Satmetrix, Bain & Company, and Fred Reichfield.