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LGE Community Credit Union recognized with MemberXP 2024 Best of the Best Award for Best Transaction Experience, Best Online Banking Experience

Atlanta, Ga. (March 15, 2024) – LGE Community Credit Union was recently recognized as a recipient of the 2024 Best of the Best Award, a prestigious accolade presented by MemberXP, a leading customer experience program offered through CU Solutions Group.

This distinguished award is an annual acknowledgment bestowed upon credit unions that consistently excel in delivering exceptional service. LGE was recognized in the categories of *Best Transaction Experience*, in which LGE earned the number one ranking, and *Best Online Banking Experience*.

In 2023, over 300,000 MemberXP surveys were strategically deployed nationwide among nearly 8 million credit union members, spanning all 50 U.S. states, and extending into Canada. Custom questions were triggered by relevant member engagements and designed to capture insights spanning a diverse range of financial interactions, from account openings to loan applications.

The annual competition focuses on two universal customer experience metrics – Net Promoter Score (NPS)® and Member Effort Score (MES), meticulously identifying and verifying the top 25% of performers in each financial experience category, leading to the presentation of the Best of the Best awards. LGE stands among this elite group, exemplifying excellence in member satisfaction and service delivery.

"Fostering member loyalty amidst growing competition from financial institutions and Fintechs is a formidable challenge," affirmed David Dean, COO for CU Solutions Group and leader of the MemberXP business unit. "However, credit unions that successfully engage members and harness their valuable insights not only distinguish themselves, but also wield the power to catalyze positive change within the organization. The recipients of this award attentively listened to the needs and desires of their members and took decisive actions based on that feedback, leading to remarkable results. Congratulations to this year's member experience leaders."

About LGE Community Credit Union

Ranked the #1 credit union in Georgia by Forbes and one of America's Best Credit Unions 2024 by Newsweek, LGE Community Credit Union connects metro Atlanta and northwest Georgia to best-in-class financial products, expert advice, and personalized service. Since 2010, LGE has given back over \$2 million to local nonprofit organizations and individuals in need through the LGE Community Outreach Foundation. For more information about LGE, visit LGEccu.org. Federally insured by NCUA.

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 CUSG.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 (NPS®) is a trademark of Satmetrix, Bain & Company, and Fred Reichfield.

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