



Marshall Community
Credit Union

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MCCU Wins Six 2024 Best of the Best Awards

MARSHALL, MICHIGAN – MemberXP, a leading customer experience program offered through CU Solutions Group, has awarded Marshall Community Credit Union (MCCU) with six 2024 Best of the Best awards.

Annually, the Best of the Best awards are given to credit unions that consistently provide extraordinary service, as reported by their own members.

In 2023, MemberXP deployed over 300,000 surveys nationwide to nearly eight million credit union members, spanning all 50 U.S. states, and extending into Canada. Survey questions are designed to capture insights spanning a diverse range of financial interactions, from account openings to loan applications, and are triggered by members' activity.

Through examining two universal customer experience metrics – Net Promoter Score (NPS)[®] and Member Effort Score (MES), rankings are determined and verified among the top 25% of performers in each category.

MCCU received awards for six customer experience categories including the highest recognition, Best Overall Member Experience. The other categories included Best New Member Experience, Best New Account Experience, Best Transaction Experience, Best Loan Experience, and Best Mortgage Experience.

"We are incredibly honored to receive six Best of the Best Awards from MemberXP," says Corrie Rozell, CEO, MCCU. "At MCCU, our members are at the heart of everything we do, and it is their feedback that drives us to continuously improve. We are grateful for their trust and support, which has made this achievement possible."

The distinguished awards cannot be applied for; they are bestowed upon credit unions that consistently excel in delivering exceptional service. Rozell adds, "This recognition is a testament to the dedication of our team to consistently exceed our members' expectations."

"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."

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About MCCU

Marshall Community Credit Union is a federally insured full-service financial institution with offices located in Battle Creek, Coldwater, and Marshall. For more information on products, services, or membership, please contact 269.781.9885 or visit marshallcommunitycu.com.

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.

Attachments:

Best Overall Member Experience

Zip File with additional Best of the Best award seals