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Kawartha Credit Union wins coveted customer service awards

PETERBOROUGH, ONTARIO – MemberXP, a leading customer experience program offered through CU Solutions Group, has named Kawartha Credit Union as one of their 2023 Best of the Best Award winners!

Each year, Best of the Best Awards are presented 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. More than 300,000 member surveys provided data on key performance indicators and specific feedback regarding financial experiences, such as opening an account or applying for a loan. With an 11% year-over-year increase in the number of credit unions using MemberXP, the winners represent the best-in-class of customer service for the industry.

Rankings are determined and verified across two universal customer experience metrics: Net Promoter Score (NPS)[®] and Member Effort Score (MES). The top 25% of performers in each financial experience category receive the awards.

NPS (Net Promoter Score) is used to measure member loyalty by asking the question of how likely it is that they will recommend your business, brand, website, product or service to their friends or family.

Member Effort Score measures the actual effort it took the member to complete a banking experience or transaction with our credit union. Kawartha Credit Union received awards for Best Member Care and Best Mortgage & Loan Experience.

“We are delighted that our members took time to give us feedback on our service and will use it to continue to improve the banking experiences we provide to our members. I am proud of the Kawartha Credit Union team for delivering on our core value of member service excellence, and for being recognized for their exceptional efforts with these distinctive awards,” said Peter Van Meerbergen, Kawartha’s Executive Vice President, Member Experience.

“Creating member loyalty in a sea of ever-increasing competition from other financial institutions and Fintechs is no easy feat. Members who actively engage with us provide valuable insight to drive change and improvement for the organization. Our teams not only listened to the needs of our members, but they also acted on those responses for remarkable results,” added Norah McCarthy, Kawartha’s President and CEO.

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 (Marketing & Technology), 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.

About Kawartha Credit Union

Headquartered in Peterborough, Ontario, Kawartha Credit Union's purpose is to support the financial success and well-being of our members and the communities we serve. We provide values-based expert advice, a full range of competitive and easy-to-understand financial solutions, convenient, innovative service channels (including a 22-branch network, and online, mobile and telephone banking), and access to thousands of "ding free" Exchange ATMs across Canada and the U.S. Our 56000 members consistently rate us extremely high for overall service, knowledgeable staff and for the caring and respectful way we help our members achieve financial success. Kawartha Credit Union is open to anyone looking for a financial services provider they can trust. We call it "banking in your best interest" and we invite you to experience our difference.

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