



News Release: September 9, 2014

CREDIT UNIONS FIRST IN CUSTOMER SERVICE FOR 10th YEAR IN A ROW: IPSOS REID

For the 10th consecutive year, credit unions are first in overall *Customer Service Excellence* and *Branch Service Excellence* among all Canadian financial institutions in the 2014 Ipsos® Best Banking Awards program.

“It’s not a surprise that credit unions have been recognized for their ability to deliver first class service to our more than 5.3 million members,” said Martha Durdin, President and CEO, Credit Union Central of Canada. “We believe these survey results reflect what Canadians have long been saying: that their credit union matters to them, to their local economy and to their communities. The personal, one-on-one service they receive matters.”

Credit unions also received four other awards in the annual program:

- A sole honour for *Values My Business* - 7th consecutive year
- Tied for first for *Financial Planning and Advice* - 7 consecutive wins in this category
- Tied for first for *Live Agent Telephone Banking Excellence* – 2nd year in a row to share a win in this category
- Tied for first for *Automated Telephone Banking Excellence*, 2nd year in a row to share a win in this category

These results are a testament to the over 27,000 credit union and caisses populaires employees who consistently focus on providing individualized, personable and needs-centric financial service to their members.

In an Ipsos Reid survey conducted for Kawartha Credit Union, results revealed a 95% overall satisfaction score, and a 97% score in the quality of serviced provided. “Kawartha is committed to service excellence, and we constantly strive to exceed our members’ expectations,” said Pete Waller, Vice President of Retail Delivery.

Added Robert Wellstood, Kawartha’s Chief Executive Officer, “Excellence in member service is one of our core values, and for that reason, we invest significantly in ongoing service training for each and every employee. Our members deserve the very best service we can deliver, and we work hard to ensure that they receive it.”

About Kawartha Credit Union

Kawartha Credit Union is one of the fastest-growing credit unions in Ontario. Kawartha employs over 325 people, and serves 50,000 members in Central and Eastern Ontario with 25 branches. With \$1 billion in assets under administration and with over 60 years of banking history, Kawartha delivers a full range of financial services, solutions, and advice tailored to meet each member’s individual needs, including access to The Exchange® Network of more than 2,400 surcharge free ATMs across Canada. Membership at Kawartha is open to anyone looking for a local-focus financial services provider. We offer all of the products and services of a big city bank while always maintaining a personal touch. In addition, we give back to the communities we serve through our Community Involvement Program. To date, we have donated over \$1.5 million to important causes in our branch communities.

Kawartha Credit Union is a member of the Credit Unions of Ontario, a group of credit unions from across the province whose mission is to raise awareness of credit unions among Ontarians and inspire them to join the co-operative banking movement – allowing them to make a real difference to their financial lives and the communities in which they live. For more information, visit www.cooperativebanking.ca

For further information, please contact:

Crystal Dayman

Vice President, Marketing & Corporate Communications

Kawartha Credit Union

Phone: 705-743-9966, extension 7252

Cell: 705-931-1101

Email: cdayman@kawarthacu.com