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Michigan Community Credit Union Named Member Service High Performer

Jackson, MI, November 17, 2016 – MemberView, a credit union-specific member experience measurement system, has recognized Michigan Community Credit Union as a 2016 third quarter top performer by outperforming its peers and earning among the highest scores in total member service experience.

Michigan Community Credit Union led a group of 40 high performing credit unions across the United States in providing an extraordinary member experience based on direct member feedback.

MemberView is a customizable system that allows credit union members a way to provide immediate feedback on the service they receive. Going beyond traditional transaction-based analysis, MemberView helps credit unions identify specific strengths and weaknesses in the service they deliver across all experiences and all channels.

“Here at Michigan Community Credit Union,” said Pam Thompson, Director of Operations, “one of our missions is to provide extraordinary member service. I am very proud of our staff here at the credit union for providing ‘stellar’ service to our members. Receiving the ‘best of the best’ award from MemberXP reflects our dedication and commitment to empower our members’ financial success.”

“Michigan Community Credit Union’s top scores show a real commitment to listening to members and improving the member experience based on that feedback,” said Constance Anderson, founder of MemberXP, the company that administers the MemberView program.

About Michigan Community Credit Union

Michigan Community Credit Union is a full-service financial institution, serving people who live, work, worship or attend school in 16 Counties in Southern Michigan. Michigan Community Credit Union has over 18,000 members across southern Michigan with more than \$168 million in assets. The Credit Union has multiple Financial Education school partnerships. The Credit Union continually reinvests in its membership and community with some of the area's best interest rates on loans and dividend rates on savings accounts, competitive checking accounts, low fees, scholarships and Forward Thinking Grants. To find out how you can join, call 877.894.5033, visit micommunitycu.com, facebook.com/micommunitycu, or stop by any branch location.

About MemberXP

MemberXP is the largest provider of credit union direct member feedback via mystery shopping in the United States. As a leader in industry-specific benchmarking and the nation’s highly-rated credit union member experience measurement services, MemberShoppers and MemberView, MemberXP provides actionable



research to credit unions in their pursuit of brand differentiation via its omnichannel voice of member service with built-in member effort and promoter scoring. MemberXP serves credit unions of all sizes, ranging in asset sizes of \$100 million to \$6 billion. To learn more, visit www.memberxp.com.



Above: Michigan Community Credit Union employees.