



MemberXP

Listen to your members. Every day. Everywhere. With MemberXP

Are you capturing valuable member feedback at your credit union?

MemberXP is the largest provider of credit union direct member feedback via quantitative and qualitative research in the United States.

MemberXP gathers the voice of the member through net promoter and member effort scores on specific areas of credit union business. This omni-channel approach allows credit unions to capture member input when, where and how they want it.



MemberXP

Capture and Use Member Input

As a leader in industry-specific benchmarking and providing actionable research to credit unions in their pursuit of brand differentiation, MemberXP brings it all together through a robust online platform. We offer survey templates, ability for customization, actionable insights, and coaching guides.

Choose to have your members physically shop your delivery channels—branch, contact center, mobile apps or personal teller machines. With customized mystery shops that reflect your credit union's culture and strategic initiatives, MemberXP makes it easy to improve member loyalty and repurchase efforts.

Compare results against the outcomes of credit unions across the nation through the data collected from more than 1 million member surveys.

Strategic Solutions

- Member engagement
- Member retention
- Process improvement and performance management

Advantages of MemberXP

- Actionable insights
- Data scrubbing and transformation
- Omni-channel touch points
- Templated and customizable surveys
- Coaching guides to improve scores
- Benchmarks against other credit unions

Find out more about MemberXP by calling **800.262.6285** or by emailing **Info@CUSolutionsGroup.com**.