



Contact: Mary Gray  
AVP Member Experience  
A+ Federal Credit Union  
512.302.6811  
[mgray@aplusfcu.org](mailto:mgray@aplusfcu.org)

FOR IMMEDIATE RELEASE

February 2, 2017

## **A+FCU Named Member Service High Performer**

Austin, TX – A+ Federal Credit Union (A+FCU) has been named one of the highest performers in member service for the fourth quarter of 2016. A+FCU outperformed its peers by earning top scores in 14 categories including “Top Member Appreciation Score”, “Top WOW! Score Factor: Would Recommend the Credit Union to Others”, and “Top Total Experience Score”.

A+FCU led a group of high performing credit unions across the United States in providing exceptional member service based on direct member feedback about its service. Utilizing the MemberShoppers program, comprised of mystery shop evaluations from the credit union’s own members, the credit union can create unparalleled member service experiences.

“We are delighted to be honored with this award,” said A+FCU CEO Kerry A.S. Parker. “The mystery shopper feedback we receive is a valuable part of our commitment to continually improving our service to our members.”

“A+FCU’s top scores show its strong commitment to providing extraordinary service as a member-owned financial institution,” said Constance Anderson, founder of MemberXP, the company that administers the MemberShoppers program. “This award means consumers can expect a top-notch service experience at A+FCU.”

###

**A+ Federal Credit Union** was founded in 1949 by 50 Austin, Texas teachers. Over 65 years later, A+FCU has 133,000 members that include not only educators, students, and their families, but other members of the community as well, over \$1.3 billion in assets and 21 branches. A+FCU continues to have close relationships with local schools and provides free financial education curricula for educators, engaging financial education presentations for students, real-life money management simulations for youth, high school branch locations and unique financial products designed for teachers. Learn more at [aplusfcu.org](http://aplusfcu.org).