



FOR IMMEDIATE RELEASE
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A+ Federal Credit Union wins MemberXP 2020 Best of the Best award

Austin, TX – MemberXP, a solution of CU Solutions Group, has named A+ Federal Credit Union one of their 2020 Best of the Best award winners.

The prestigious Best of the Best award is granted each calendar year to credit unions that have consistently provided exceptional member service. Only one in five of the highest-performing credit unions utilizing the MemberXP platform are given this honor. The Best of the Best award is independently granted by MemberXP based on specific criteria, including member service and ease of use.

"As a member-driven financial institution, we are passionate about creating an extraordinary member experience," Eric R. Kase, President/CEO, said. "Each of our more than 165,000 members at 22 branches across the Central Texas region deserve to have meaningful interactions with their financial institution. I am proud of the team at A+FCU for recognizing the importance of this and making it possible for our members."

MemberXP is a credit union platform that allows members to provide immediate feedback on the service they receive. Serving credit unions in the United States and Canada, MemberXP uses mystery shops and member surveys to gauge the overall member experience across multiple delivery channels. The platform also tracks specific experiences such as applying for a loan, conducting a transaction – mobile, online, or in branch - or opening a new account.

"Connecting with members on a personal level and delivering consistently positive experiences is at the core of what makes credit unions special," Dave Adams, president and CEO of CU Solutions Group, said. "MemberXP helps uncover what members are thinking and how they feel during every touchpoint and interaction with their credit union. The Best of the Best awards recognize credit unions that leverage those insights to create truly remarkable member experiences. We're proud to work with such dedicated organizations and individuals."

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About A+ Federal Credit Union

A+ Federal Credit Union was founded in 1949 by 50 Austin, Texas teachers. Over seventy years later, A+FCU has over 165,000 members throughout the community, over \$1.7 billion in assets, and 22 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.

About CU Solutions Group

CU Solutions Group is an award-winning credit union service organization that offers products and services in the areas of technology, marketing, HR performance and strategic advisory, which include web services, mobile app solutions, Agency Services, Save To Win, MemberXP, Love My Credit Union Rewards, Performance Pro and Compease. The company has more than 100 investors comprised of credit unions, credit union leagues and credit union system organizations. Headquartered in Livonia, Mich., the organization

has strategic partnerships with Sprint, Intuit TurboTax®, GSTV and AffirmX. For more information, visit CUSolutionsGroup.com.

About MemberXP

MemberXP provides actionable member research to credit unions via MemberView, its omnichannel voice of member platform and MemberShoppers, its mystery shopping platform. MemberXP serves credit unions across North America and in Canada ranging in asset sizes of \$100 million to over \$9 billion. Learn more about MemberXP's Best of the Best Awards [here](#).