

For Immediate Release

Date: August 29, 2016

Contact:

Kathy Arriola | karriola@supportexp.com

800.444.5465x114 | www.supportexp.com



Rhonda Sheets and Support EXP Team host 2nd Annual Net Referral+ CX™ Client Roundtable in Arizona

Dayton, Ohio –Rhonda Sheets, Founder, President, and CEO of Support EXP, and the leadership team from Support EXP flew out to Tanque Verde Ranch in Tucson, Arizona to host the second annual **Net Referral+ CX™** Client Roundtable. Clients from across the country, from Alaska to Florida, joined Rhonda and her team to collaborate around the **Net Referral+ CX™ Platform**. These top-notch executives, who leverage the platform in various ways, powered through seven rounds of moderated discussions that explored their best practices in winning the member experience through the **Net Referral+ CX™ Platform**.

One of these shared best practices that grabbed everyone’s attention was Suncoast Credit Union’s Centralized Member Experience Model, used to operationalize the member experience through the **Net Referral+ CX™ Platform**. Darlene Johnson, SVP Member Experience, and Karen Koundourakis, VP Member Engagement, both of Suncoast Credit Union, provided insight into the strategy and results behind their model. This industry leader in managing the member experience generated \$3.75 million in new business in the first 3 months of implementing the model. As a result of their success of the Centralized Member Experience Model, Suncoast Credit Union will be part of Support EXP’s first certification program for the **Net Referral+ CX™ Platform**. Kathy Cumberworth, VP Corporate Sales Manager at Seven Seventeen Credit Union in Ohio, will also take part in the certification, contributing her insight into the member journey and leveraging the **Net Referral+ CX™ Platform** to integrate this platform across the organization.

Everyone walked away with strategies and practical applications in making their member experience analytics profoundly actionable. “It was a perfect way to collaborate with others who are seeking to make the member experience great!” said Cumberworth. “By learning and understanding what it takes to move forward in creating that excellent member experience at all touch points, we can create an advantage and differentiate ourselves from our competition.”

Helping credit unions to differentiate themselves through the member experience is the passion that drives Rhonda to devote time and energy to bringing into being what doesn’t presently exist for credit unions to set them apart in a highly competitive environment. “My aim is to equip the credit union community with analytics that bring their members very close to them – instead of the competition, so that they win and keep on winning in the Member Journey,” said Rhonda. “As for this Roundtable, we wanted to create a setting where member experience leaders could build relationships that bring value now and in the future, so that ‘people helping people’ is a not an old philosophy but a present reality.”

For more information [Click Here](#).

About Support EXP: Support EXP is the leading innovator in market research and actionable analytics in the financial industry. We’ve partnered with some of the nation’s most progressive credit unions since 1997, capturing nearly 1,000,000 service experiences from the live environment across all distribution channels. By applying Support EXP’s actionable, real-time analytics and proven integration strategies, our clients create a clear path of distinction throughout the customer experience, creating organizations of excellence.

###