

For Immediate Release

Date: October 5, 2016

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Support EXP Team conducts Net Referral+ CX™ Platform Certification Program at Suncoast Credit Union

(Centerville, OH) – Client Success leaders from Support EXP have returned from Tampa, Florida, after conducting the first Net Referral+ CX™ Platform Certification Program in collaboration with their host, Suncoast Credit Union, on September 21 and 22. Executive Sponsors from other Support EXP clients across the country convened on Suncoast’s campus to become experts in operationalizing the Net Referral+ CX™ Platform to solve problems, meet needs, and seize opportunities around the member experience.

Topic on Day One of the Certification Program focused on building a strategy for implementing Net Referral+ CX™ within an organization. Real-world examples from participating credit unions illustrated how Net Referral+ CX™ actionable analytics are used vertically and horizontally throughout the entire organization to identify and reduce friction along the member journey, improving the member experience.

Moving from strategy to execution, the Support EXP team demonstrated how the numerous survey types and analytics available through Net Referral+ CX™ can be utilized to solve a variety of member

experience challenges. Suncoast Credit Union and Seven Seventeen Credit Union Executive Sponsors shared the Best Practices they have developed and executed in operationalizing the member experience, including keys for engaging leaders in all functional areas. Andrea Ashcraft, Director of Sales and Service for Andrews Federal Credit Union, remarked that, “This alone is worth its weight in gold.”

Participants also discussed marketing applications – utilizing member feedback to drive brand awareness and lead generation – and strategies for leveraging analytics from digital channels to bring the member closer to the credit union.

On Day Two of the Program, Suncoast took Executive Sponsors live into its Centralized Member Experience Model to learn strategy and Best Practices through which Suncoast generated \$3.75 million in new business in the first three months of the Model’s implementation. Suncoast representatives also conducted a series of break-out sessions on such facets of Net Referral+ CX™ as the Closed-Loop Process, Relationship Building, and Revenue Generation. All participants successfully completed a Certification Exam to demonstrate their mastery of Net Referral+ CX™’s Best Practices for operationalizing the platform across functional areas. They will return to their respective credit unions with the expertise to leverage the purpose and power of the Net Referral+ CX™ platform to deliver a “best in class” experience to every member, every experience, every time.

According to Rhonda Sheets, President and CEO of Support EXP, “Our objective is to certify our Executive Sponsors to be ‘dragon slayers’ within and across their organizations through the Net Referral+ CX™ Platform. The key is to enable them to solve problems across functional areas, while bringing their members very close to them.”

Take action today: We would like to share why companies like Suncoast Credit Union, Andrews Federal Credit Union, Seven Seventeen Credit Union, Neighbors Federal Credit Union, and many more rely on Support EXP when it comes to solving problems, meeting needs, and seizing opportunities around the member experience.

[Click here to learn more about Net Referral+ CX™](#)

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 over 1,000,000 service experiences in 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.

About Suncoast Credit Union: Suncoast Credit Union is the largest credit union in the state of Florida, the eighth largest in the United States based on membership, and the 14th largest in the United States based on its \$7.5 billion in assets. Chartered in 1934 as Hillsborough County Teachers Credit Union, Suncoast Credit Union currently operates 60 full-service branches and serves more than 704,389 members in the following Florida counties: Charlotte, Citrus, Collier, DeSoto, Dixie, Gilchrist, Glades, Hardee, Hendry, Hernando, Highlands, Hillsborough, Lee, Levy, Manatee, Marion, Pasco, Pinellas, Polk, Sarasota and Sumter. Since its founding in 1992, the Suncoast Credit Union Foundation has raised and donated over \$16 million to organizations and initiatives that support the health, education and emotional well-being of children in the communities that the credit union serves. For more information visit: suncoastcreditunion.com, [@SuncoastCU](https://facebook.com/SuncoastCreditUnion).