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# News Release

## Support EXP Welcomes FI Strategies, LLC as Affinity Partner

**Dayton – November 30, 2017:** Support EXP, the leading innovator of data-driven solutions for measuring and managing the entirety of the member journey, is proud to officially announce its collaboration with FI Strategies, LLC as the newest representative in its Affinity Partners initiative. The initiative’s purpose is to develop a network of independent credit union professionals who understand the industry, have strong relationships within the banking community, and want to increase their influence in the marketplace. A St. Louis-based consulting company, FI Strategies, LLC assists credit unions in achieving greater overall results through strategic planning and improvement of member experience processes. With an approach to solutions customized to each client’s particular needs, FI Strategies, LLC is an ideal partner for creating awareness of Support EXP’s solutions that improve organizational performance based on actionable analytics from authentic voice-of-the-member and voice-of-the-employee feedback.

“Accurately measuring and reporting the member experience performance is critical to all financial institutions,” said Paul Robert, Chief Consulting Officer at FI Strategies, LLC. “The solutions that Support EXP provide is a perfect enhancement to the relationships we’ve built with our clients.”

Financial institutions must know what their members are thinking about them, what they are feeling toward them, and most importantly, WHY they are thinking and feeling this way. Support EXP delivers powerful insight into the member feedback, enabling our clients to take immediate and profound action, in real time, to maintain and grow current relationships while securing future loyalty that drives revenue growth and profitability.

Affinity Partners collaborating with Support EXP will be prepared to hold meaningful conversations with clients and prospective clients regarding their member experience challenges and the innovative and profound solutions that can be made available to them. Support EXP ultimately endeavors to promote FI Strategies, LLC and future Affinity Partners as MX professionals who are among the best at helping credit unions meet their greatest growth challenges, with significant measurable results.

Rhonda Sheets, founder, president and CEO of Support EXP, affirms that, “Through MX solutions that measure and manage the member experience in real time, we and our Affinity Partners insure that our clients win and keep on winning in their markets.”

**For more information about the Affinity Partners initiative, please contact Ron Larry, Support EXP’s Director of Marketing & Affinity Partner Program, at [rlarry@supportexp.com](mailto:rlarry@supportexp.com) or 1-800-444-5465 x165.**

**About Support EXP:** Support EXP is the leader in innovative, Member Experience (MX) Actionable Analytics that enable financial institutions to get in touch with the MX Movement by actively and holistically measuring and managing the entire member journey – in real time. From pinpointing member friction to closing performance gaps and building loyalty, our **MX Actionable Analytics Wheelhouse of Solutions** and integration expertise enable you to gain control over every facet of the member journey – from front office to back office – so that you draw your members closer – *to you*.

**For Immediate Release**

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