

**For Immediate Release**

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## **What do Support EXP, Suncoast Credit Union and the Five Critical Challenges have in common? Las Vegas of Course!**

**Dayton, Ohio** – At this year’s CUNA OpSS Conference in Las Vegas, the Support EXP team will share information about the 5 Critical Challenges Facing Credit Unions Around the Member Journey, along with **the key to winning** each one of them. Support EXP has presented this topic at other events this year, and the presentation has been overwhelmingly rated as the most valuable topic at every event, so you don’t want to miss the opportunity to connect with them.

### **Here are the Top 5 Critical Challenges Facing Credit Unions:**

- **The Retention Challenge:** Retaining members in a time of diminishing loyalty
- **The Branch Challenge:** Leveraging the value of the branch asset
- **The Growth Challenge:** Increasing wallet share at the member level
- **The Digital Challenge:** Delivering a seamless member experience across all channels
- **The Analytics Challenge:** Making member experience intelligence/data actionable

To learn how these challenges are being addressed in the real credit union environment, be sure to attend Suncoast Credit Union's powerful breakout session: **Turn your Member Experience in to Revenue** and learn how they have utilized our products to resolve these challenges, as well as turn detractors into promoters and generate astounding increases in their revenue. ***You don't want to miss this!*** You can catch one of two sessions: **Thursday, September 29, 9:45-10:45 am or 11:30 am-12:30 pm.**

Stop by the Support EXP booth afterwards to take a very brief, very enlightening, 60 second survey about your organization’s readiness to address these challenges and enter for a chance to win an Amazon Echo!

**Click Here** to download a free copy of the 5 Critical Challenges Facing Credit Unions Around the Member Journey—The groundbreaking interview with Support EXP CEO that illuminates not only the greatest challenges credit unions face, but the key to winning them all.

**About Support EXP:** Support EXP is the leading innovator in transforming the member experience through real-time actionable analytics used to build skills for improving service relationships. Since 1997, we’ve partnered with some of the nation’s most progressive credit unions, capturing over 1,000,000 service interactions across all distribution channels to resolve challenges around the member journey, resulting in a proven return on investment. By applying Support EXP’s solutions for building member loyalty, our clients succeed in delivering an exceptional member experience – across all channels – to every member, every experience, every time.

**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](http://suncoastcreditunion.com), [facebook.com/SuncoastCreditUnion](https://facebook.com/SuncoastCreditUnion) @SuncoastCU.

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