



Park View Federal Credit Union awarded for Best Consumer Loan and Transaction Experiences.

HARRISONBURG, VIRGINIA (March 1, 2023) – MemberXP, a leading CX program offered through CU Solutions Group, has named Park View Federal Credit Union as one of their 2023 Best of the Best award winners!

Annually, the Best of the Best award is given to credit unions that consistently provide extraordinary service, as reported by their own members. Only the highest-performing credit unions using the MemberXP program receive this incredible honor. More than 300,000 member surveys were completed in 2022, providing data on key performance indicators and specific feedback regarding financial experiences, such as opening an account or applying for a loan. With an 11% YOY increase in the number of credit unions using MemberXP, the winners represent the best-in-class of customer service for the industry.

Across two universal CX metrics, Net Promoter Score (NPS)[®] and Member Effort Score (MES), rankings are determined and verified. The top 25% of performers in each financial experience receive the awards.

Park View Federal Credit Union received two awards for Best Consumer Loan Experience and Best Transaction Experience.

“We are pleased that our members took the time to give us feedback on our service. We continue to dedicate ongoing resources to improving our members’ experience. Being a partner in providing financial support and guidance is at the core of what we do. I am proud of the retail team at Park View for making that possible for our members,” said Pam Martin, VP of Member Service.

“Creating member loyalty in a sea of ever-increasing competition from other financial institutions and Fintechs is no easy feat,” said Mike Wallace, Chief Operating Officer, Martech Solutions at CU Solutions Group. “Members who actively engage with a credit union and provide valuable insight can and should drive change and improvement for the organization. The winners of this award not only listened to the needs and wants of their members, but they also acted on those responses for remarkable results. Congratulations to this year’s member experience leaders.”

About Park View Federal Credit Union

Established in 1969, Park View Federal Credit Union is a not-for-profit, member-owned cooperative that provides a full range of financial services from five branch locations in the Harrisonburg and Rockingham County area. Learn more about Park View at pvfcu.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 Martech Solutions (Technology & Marketing), HR Performance Solutions, and Consumer Rewards. The organization is home to national credit union-focused brands including Love My Credit Union Rewards, Save to Win, MemberXP, Compease and Performance Pro. The company has numerous investors comprised of credit unions, credit union leagues and credit union system organizations and maintains strategic partnerships with Intuit TurboTax®, Marquis, CU Risk Intelligence, and more. For more information, visit CUSolutionsGroup.com.

About MemberXP

MemberXP, a product of CU Solutions Group, is the pioneer and market leader in Credit Union Experience Management. The MemberXP technology platform enables credit unions to collect, manage and act on member experience data collected via digital surveys and mystery shoppers. Using the suite of experience management tools offered by MemberXP, credit unions can engage employees, reduce churn, turn detractors into promoters and create clear and potent returns on investment. Over 120 credit unions nationwide, rely on MemberXP to consistently build services members love, deepen member loyalty, develop an outstanding employee culture, and deliver on their brand promises. For more information, visit MemberXP.com.

Net Promoter Score is a trademark of Satmetrix, Bain & Company, and Fred Reichfield.