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## 4Front Credit Union wins MemberXP 2021 Best of the Best award

**Traverse City, MI, February 22, 2021** – MemberXP, a member experience solution from CU Solutions Group, has named 4Front Credit Union one of their 2021 Best of the Best award winners.

The coveted Best of the Best awarded is given each year to credit unions that have consistently provided exceptional member service, as reported by their own members. Only the highest-performing credit unions utilizing the MemberXP platform are given this honor. The Best of the Best award is independently granted by MemberXP based on specific and rigorous criteria. Taking into consideration the extreme challenges of delivering extraordinary member service during a nation-wide pandemic and economic crisis, this year's award winners reflect some of the most agile and responsive credit unions.

MemberXP is a platform that allows credit union members to provide immediate feedback on the service they receive. Serving credit unions in the United States and Canada, MemberXP uses mystery shoppers and member surveys to gauge the overall member experience across multiple delivery channels, then deliver that data on an intuitive dashboard. The platform tracks specific experiences, such as applying for a loan, conducting a transaction — mobile, online or in branch — or opening a new account, and turns qualitative data into quantifiable and actionable information for the credit union.

"Our more than 88,000 members at 15 branches across northern Michigan deserve to do business with a financial institution that respects them and works in their best interest," said Andy Kempf, 4Front CEO. "MemberXP has allowed us to not only ask our members for their honest feedback, but to also learn from it and take action to make changes, allowing for the best experience possible. At 4Front we seek to provide excellent service to make the lives our members easier. I'm proud to say we are utilizing the technology behind MemberXP to strive for that every single day."

"Throughout the last year, credit unions have once again shown they are willing to go above and beyond to connect and serve their members, no matter the challenges," said Dave Adams, president and CEO of CU Solutions Group. "Every year the Best of the Best awards turns our attention to the trailblazers in our industry, that are truly dedicated to delivering brand-defining experiences and unparalleled member service dedication."

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### About 4Front Credit Union

4Front Credit Union is an award winning member-owned financial cooperative serving more than 88,000 members across the state of Michigan. We grew from the combined resources of two institutions steeped in member advocacy and locally focused service. Our members enjoy the same time-saving account management tools offered by national banks but with one significant difference – our unwavering commitment to creating the same personal connections we've sought with our members for the past 60 years.

## **About CU Solutions Group**

Headquartered in Livonia, Mich., CU Solutions Group is an award-winning credit union service organization that offers products and services in the areas of technology, marketing, HR performance and strategic advisory. The organization is home to national credit union-focused brands including Love My Credit Union Rewards, Save to Win, MemberXP, CUBE TV Studios, Compease and Performance Pro. The company has more than 100 investors comprised of credit unions, credit union leagues and credit union system organizations and maintains strategic partnerships with Intuit TurboTax®, GSTV and CU Risk Intelligence. For more information, visit [CUSolutionsGroup.com](http://CUSolutionsGroup.com).

## **About MemberXP**

MemberXP provides actionable member research to credit unions via MemberView, its omnichannel voice of member platform and MemberShoppers, its mystery shopping platform. MemberXP serves credit unions across North America and in Canada ranging in asset sizes of \$100 million to over \$9 billion. Learn more about MemberXP's Best of the Best Awards at [MemberXP.com/best-of-the-best-award/](http://MemberXP.com/best-of-the-best-award/)