

FOR IMMEDIATE RELEASE

## **Guadalupe Credit Union named MemberShoppers High Performer in Member Service for the 3rd Quarter**

**DENVER, CO – October 27, 2015** – MemberShoppers, the nations' largest credit union-specific mystery shopping program, announced recently that Guadalupe Credit Union was recognized as one of its Highest Performers in Member Service for the 3rd Quarter by outperforming its peers and earning the highest score in five out of 18 categories.

Guadalupe Credit Union led a group of more than 70 high performing credit unions across the U.S. in providing exceptional member service based on member feedback in categories such as Top Performer Score, Top Tangible Score, Top Education and Referral Score and Top Member Appreciation Score. Through the feedback it receives from MemberShoppers, Guadalupe Credit Union is continuously working to improve members' service experiences.

MemberShoppers helps credit unions create unparalleled member service experiences through mystery shop evaluations performed by the credit union's own members and by professional mystery shoppers. Using the program's unique coaching tools, credit unions can identify training needs and coach to service improvement. MemberShoppers serves credit unions of all sizes, ranging in asset sizes of \$100 million to \$6 billion.

Guadalupe Credit Union's outstanding performance reflects the fact that everyone in the organization from top leadership to branch staff are committed to helping their members improve their financial lives," said Constance Anderson, founder of MemberXP, home to the nation's highly-rated credit union member experience measurement services –MemberShoppers and MemberView.

"Guadalupe Credit Union offers a full range of financial services to more than 16,000 members living or working in northern New Mexico," said CEO Winona Nava. "These MemberShopper scores reflect the dedication of our staff to provide quality service along with top-notch financial products and services."

To learn more about MemberShoppers, visit [www.membershoppers.com](http://www.membershoppers.com).

### *About MemberXP*

*MemberXP is the largest provider of credit union direct member feedback via mystery shopping in the United States. As a leader in industry-specific benchmarking, MemberXP provides actionable research to credit unions in their pursuit of brand differentiation. Company founder, Constance Anderson, is a leading credit union member experience authority and author whose books on marketing, CRM, membership growth, and online marketing have been published by CUNA & Affiliates and CUES.*

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