

FOR IMMEDIATE RELEASE
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Consumers Credit Union Receives Nearly 100% Satisfaction Ratings

KALAMAZOO, MICH—While news reports of dissatisfied bank customers have pervaded the airwaves, Consumers Credit Union received its latest member satisfaction survey report showcasing nearly 100% customer satisfaction in its membership.

"We believe in exceeding member expectations, putting member needs first, and enhancing the overall banking experience," says Kit Snyder, CEO. "We start by hiring the right people who have a passion for serving our members – and providing the right training and tools necessary for each employee's success. It's also about staying focused on the member and providing a service culture consistent at every level."

This formula has shown outstanding results – both from the employee perspective and member satisfaction levels. The credit union's most recent member survey, conducted in the fall of 2011, reports that **98.55%** of members surveyed are very satisfied or satisfied with the service they receive at Consumers. In 2010, over 97% of members were very satisfied or satisfied.

Say this year's survey respondents:

"It's one of the best banking experiences I have ever had. I really feel like I'm a member."

"...The willingness to do things for me as a customer based on relationship, trust, and reason as opposed to policy, practice and common procedure."

"You feel like family as soon as you walk in the door."

At Consumers, all new hires start with an intensive two-week training session centered on the 'enhanced' credit union experience; existing staff also participate in training sessions and classes throughout their careers. Employees are encouraged to grow their careers at Consumers and become their own entrepreneurs.

The *Retail Management Development Program* is another tool staff can use to enhance the quality of service at Consumers. The program is specifically designed for employees interested in advancing their careers and managing a retail office. Since the program's inception four years ago, 15 have graduated from the program and 8 have secured management positions.

Senior Office Manager, Ron Martin, has been instrumental in the program's success. He adds, "Our vision is to leverage the talent of our team to better serve our members. Not only do employees gain a greater understanding of each area's function and impact on the retail office, but ultimately, they gain greater respect and understanding for our members."

"It's not always about the numbers," continues Snyder. "Satisfaction levels remain consistently high because of our commitment to our talented people, members, and communities we serve."