



FOR IMMEDIATE RELEASE

For more information contact:

Jenn Cornell

734.765.0174

Jenn@jenncornell.com

New Performance-Tracking Solution Helps Credit Unions Manage Potential Membership Spike

Ann Arbor, Michigan – March 25, 2009 – CFI Group, a leader in strategic customer satisfaction measurement, today announced the release of Credit Union MonitorSM, its latest measurement solution. Credit Union Monitor helps credit unions effectively manage customer satisfaction in the face of increasing membership by tracking customer satisfaction and determining the organization's biggest profit-impacting satisfaction opportunities.

Due to a national mortgage fallout, rocky economy, and general confidence crisis facing the retail financial industry, consumers may be more likely to defect from commercial banks to member-owned credit unions. In a recent white paper CFI Group discovered not only do credit unions outperform their commercial banking counterparts by a wide margin, but also that current members' intentions to continue their membership were "as close to perfect retention as possible," with an average score of 93 on a 100-point scale. Additionally, members reported an extremely high willingness to recommend their credit union to a friend or colleague (score of 90), and 76 percent reported they had already done so.

"With such high levels of member satisfaction and positive word-of-mouth, credit unions have the potential to see significant spikes in new membership and increases in current membership activity," said Xavier Quenaudon, vice president of CFI Group. "An influx of new membership means credit unions will need to assess the customer satisfaction levels of both new and current members to maintain a competitive advantage. Customers turning from commercial banks to credit unions will most likely have a different set of expectations. It's important for credit unions to understand those expectations and make certain that a new increase in membership doesn't adversely affect the service long-time members have grown to expect."

Credit Union Monitor measures current member satisfaction levels, identifies the key satisfaction drivers that matter most to members, and delivers a customized action plan to leverage and increase the effectiveness of those drivers. Supported by a secure online portal, it provides credit union managers easy access to real-time results and the flexibility to drill-down into branch- and segment-specific data.

CFI Group's research shows that in the first year, a new member's key satisfaction drivers include positive experience with credit union personnel, the branch overall, and phone service. However, after the first year other factors gain prominence such as online service, product and service offerings, rates and fees, and information availability, as members take greater advantage of a credit union's advanced services.

[- more -]

“The difficulty is that those areas that drive the greatest satisfaction for new members are the same areas that may start to suffer as membership increases,” said Quenaudon. “Credit Union Monitor was specifically designed to help credit unions effectively measure, manage, and leverage member satisfaction profitably.”

Credit Union Monitor is available beginning April 2009. CFI Group’s white paper *“Making the most of membership growth: How Credit Unions Can Leverage Member Satisfaction Today for Long-Term Growth Tomorrow”* can be downloaded for free at www.cfigroup.com.

About CFI Group

Founded in 1988, with offices in four continents serving leading companies worldwide, CFI Group (www.cfigroup.com) brings the methodology of the American Customer Satisfaction Index (ACSI) to help organizations in any industry build strong, loyal and profitable customer relationships. CFI Group provides key performance metrics, shows how satisfaction drives profitability, then identifies and prioritizes improvements for maximum results.

###

Xavier Quenaudon, Vice President of CFI Group, is available for interviews; contact Jenn Cornell at 734.765.0174 or email Jenn@jenncornell.com to schedule.

[- more -]