



MemberXP

Are You Capturing Valuable Member Feedback?

MemberXP is the largest provider of credit union direct member feedback via quantitative and qualitative research in the United States. MemberXP gathers the voice of the member through net promoter and member effort scores on specific areas of credit union business. This omni-channel approach allows credit unions to capture member input when, where and how they want it.

As a leader in industry-specific benchmarking and providing actionable research to credit unions in their pursuit of brand differentiation, MemberXP brings it all together through a robust online platform.

Listen to Your Members. Every Day. Everywhere

Understand Every Member Journey

Capture and analyze signals across millions of moments to understand every experience along every member journey, whatever your credit union size.

Anticipate Needs and Predict Behavior

Detect patterns and identify risks and opportunities, optimizing experiences at any stage of the journey.

Transform Member Experiences

Make changes that matter, across your entire organization or a single team, by driving targeted, meaningful actions before, during, or after experiences occur.

To learn how MemberXP can help your credit union create an unparalleled member experience, request a demo at Info@CUSG.com or call 800.262.6285.



MemberXP

Supercharge Your Member Experience Program

Member Experience

Drive loyalty at every point along the member journey. Capture and analyze signals, predict behavior, and create experiences that keep members wanting more.

Employee Experience

Create a culture of empowerment, innovation and creativity. Listen, act, and transform employee productivity and satisfaction.

Product Experience

Develop products members love. Understand usage, collect in-product feedback, and test concepts to build products that meet and exceed member needs.

Why Choose MXP?

Unmatched Expertise

MemberXP combines decades of credit union experience with innovative technology, ensuring that your credit union not only meets but exceeds member expectations.

Proven Results

Credit unions using MemberXP have reported significant improvements in member satisfaction, retention, and overall operational efficiency. By focusing on what truly matters to members, these credit unions have successfully transformed their service delivery and strengthened member loyalty.

Key Features

- Powerful and easy to use platform
- Concierge-level account support
- Optimized surveys
- Automated low score alerts
- Integrated employee coaching program
- Peer data
- Full service – includes data scrubbing and processing

The Nation's Leading Credit Unions Trust MemberXP



"Hughes Federal Credit Union has been with MemberXP since 2009 and we believe they have been instrumental in helping us create and maintain consistent, exceptional service throughout the organization."

Hughes Federal Credit Union