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Member Loyalty Group Provides Phone Survey Services to Credit Unions
- CUSO partners with TMC to provide credit unions with member loyalty scores -

Auburn Hills, Mich., Jan. 5, 2009 – Total Member Care, a [PSCU Financial Services](#) company and nationwide provider of 24/7 call center operations and software solutions to credit unions, announced today that [Member Loyalty Group, L.L.C.](#) has partnered with Total Member Care for outbound call services.

Member Loyalty Group is a credit union service organization (CUSO) created to implement a standardized member-loyalty metric for credit unions of any size. The CUSO will utilize Total Member Care's outbound call services to conduct phone surveys, which, in collaboration with the mail and e-mail surveys already used by Member Loyalty Group, will provide credit unions with member loyalty data using the Net Promoter Score® (NPS). NPS is a straightforward metric that measures how effectively credit unions and employees serve members. According to Member Loyalty Group executives, Total Member Care was chosen as a partner because of their security standards, process scalability and understanding of the credit union industry and its focus on members.

"Credit unions place considerable emphasis on member service and the resulting member loyalty as a tool for growth," said Michelle Bloedorn, executive director of Member Loyalty Group. "The problem comes in measuring that loyalty in a way that is consistent and financially feasible for any size credit union. TMC will help us provide the same phone survey services that large corporations utilize, but in an affordable and customizable manner. With Total Member Care's knowledge of credit unions and focus on security, we felt that they would best serve the needs of the credit unions we represent by providing thorough, reliable data."

With outbound call services, Member Loyalty Group can ensure responses are received from the correct person, while expanding on the single NPS question to find out why the member would or would not recommend the credit union. With TMC's services, Member Loyalty Group and their credit union clients are able to customize the survey experience, and if a change is needed, the program can be altered in a matter of days, not weeks as compared with other survey services.

“The interaction between the caller and the member is something an e-mail or paper survey cannot replicate, and we trust TMC to employ the same member-service standards we would in getting that information,” continued Bloedorn.

“The financial landscape changes on a daily basis, leaving consumers looking for security and consistency in their financial institutions,” said Peter Schmitt, president of TMC. “Credit unions stand out because of their focus on member service, making it vital that each credit union know what they are doing right and wrong in the eyes of their members. Total Member Care understands the importance of this factor and will help Member Loyalty Group provide standardized, quality data to their clients, allowing for quick and effective changes to best serve members.”

About Member Loyalty Group

Member Loyalty Group was founded as a credit union service organization (CUSO) by six credit unions from across the country – [Addison Avenue Federal Credit Union](#), [America First Credit Union](#), [Baxter Credit Union](#) (BCU), [Boeing Employees Credit Union](#) (BECU), [Educators Credit Union](#) and San [San Francisco Fire Credit Union](#) – to create and implement a standardized member-loyalty metric for credit unions large and small. Member Loyalty Group works with Satmetrix, co-developer of the Net Promoter Score®, to create member loyalty measurement standards for the credit union industry.

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