



Celebrating Life. Celebrating You.™

For Immediate Release
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March 11, 2021

Park City Receives Top Rankings for Member Service

MERRILL, WISC. – Among the nation’s top credit unions, Park City Credit Union received the Best of the Best awards for loan experience, transaction experience, and new account experience for all of 2020. Taking into consideration the extreme challenges of delivering extraordinary member service during a nation-wide pandemic and economic crisis, this year’s award winners reflected some of the most agile and responsive credit unions.

With new account experience recognition, Park City joins only 10% of credit unions to achieve such a high rating.

“Park City is delighted to receive these recognitions,” said Park City CEO Val Mindak. “It is evidence of the quality of our in-person and online services, and validates our approach to excellent member service.”

MemberXP is a platform that allows credit union members to provide immediate feedback on the service they receive. Serving credit unions in the United States and Canada, MemberXP uses mystery shoppers and member surveys to gauge the overall member experience across multiple delivery channels, then deliver that data on an intuitive dashboard.

The platform tracks specific experiences, such as applying for a loan, conducting a transaction – mobile, online or in branch – or opening a new account, and turns qualitative data into quantifiable and actionable information for the credit union.

“Throughout the last year, credit unions have once again shown they are willing to go above and beyond to connect and serve their members, no matter the challenges,” said Dave Adams, president and CEO of CU Solutions Group. “Every year the Best of the Best awards turns our attention to the trailblazers in our industry, that are truly dedicated to delivering brand-defining experiences and unparalleled member service dedication.”

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CREDIT UNION

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About Park City Credit Union

Park City Credit Union is a member-owned financial cooperative providing financial services to approximately 21,000 members who live, work or own land in Forest, Iron, Langlade, Lincoln, Marathon, Oneida, Price, Rusk, Taylor or Vilas counties. To find out more visit us at www.parkcitycu.org. Park City Credit Union has offices located in Merrill, Tomahawk, Minocqua and Rhinelander, and in Dave's County Market in Merrill.