

FOR IMMEDIATE RELEASE

**ARDENT CREDIT UNION AWARDED
MEMBERXP'S MXPERFORMANCE "BEST OF THE BEST" AWARD
FOR OVERALL PERFORMANCE IN 2016**

*Philadelphia-Based Credit Union Takes Home First Ever
MemberXP MXPerformance Award*

PHILADELPHIA, Pennsylvania (March 30, 2017) – **Ardent Credit Union** was recently awarded **MemberXP's MXPerformance "Best of the Best" Award** for **overall performance in 2016** due to their **high scores in member experiences**. This is **MemberXP's first year to present this annual award** and Ardent Credit Union is one of their first-ever honorees.

MemberXP is a credit union market research company that provides in-the-moment feedback from credit union members and outside consumers on the precise factors that lead to member loyalty. MXPerformance, a product of MemberXP, is the credit union industry's only comprehensive program for driving high performance based on members' stories, providing training and tools for leaders to engage employees in creating an extraordinary member experience.

"We were able to meet MemberXP's high scores in many member experience areas including consumer lending experience, new member experience, transaction experience, and account opening experience," says **Rob Werner**, President/CEO of Ardent Credit Union. "Here at Ardent, we empower our employees to bring out their absolute best efforts. In fact, our call center employees are known as 'member experience advocates'. An award like this could only be achieved by all of us working and supporting each other and placing our members first."

This prestigious award is given only to MemberXP users, such as Ardent, who meet the following criteria given 100 responses or more to a member experience survey:

- A Member Effort Score of 6.5 or better out of 7.0. (The Member Effort Score is a measure of ease of use. A score of 6.5 indicates the credit union makes it "very easy" for members to do business.)
- A Promoter Score of 80 or better out of 100. (The Promoter score is a measure of how likely members are to recommend the credit union to others.)

MemberXP serves approximately 80 of the nation's high-performing, member-focused credit unions.

"Ardent Credit Union's top scores show their strong commitment to providing extraordinary service as a member-owned financial institution," says **Constance Anderson**, Founder/President of MemberXP. "Ardent truly is the best of the best."

For more information about **Ardent Credit Union**, or to schedule an interview with Ardent President/CEO, **Rob Werner**, please contact **Abby Littleton** at **(215) 627-4747** or via e-mail at **al@neffassociates.com**.

ABOUT ARDENT CREDIT UNION:

Ardent Credit Union, formerly known as Sb1 Federal Credit Union, is a bold, savvy, sophisticated, and hardworking credit union striving to make finances easier and more accessible for its members. With their innovative and unique offerings, they look to benefit members and lead them to long-term success. As a member-owned financial cooperative originally founded in 1977 by the employees of the SmithKline Corporation, Ardent Credit Union has more than \$600 million in total member assets. Ardent Credit Union is headquartered in Philadelphia, PA and serves Philadelphia, Montgomery, Delaware, Bucks and Chester counties. For more information, visit ArdentCU.org or call 800.806.9465.