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## **Sb1 Federal Credit Union Named Top in Member Service for Second Straight Quarter**

**Philadelphia, PA – October 29, 2015** – MemberView, a credit union member experience measurement system, announced that Sb1 Federal Credit Union has once again earned the highest score in Total Member Service. The Philadelphia-based credit union now holds the unique distinction as the Top Performer for the second straight quarter.

Sb1 led a group of 20 top performing credit unions across the U.S. in member service satisfaction based on direct member feedback. By utilizing these data, and going beyond traditional transaction-based analysis, Sb1 will continue to identify specific strengths and weaknesses in its service delivery.

“We are always striving to offer more to our members,” says Rob Werner, Sb1 President and CEO. “That includes a superior member experience. It’s wonderful to have achieved this high standard for a second straight quarter. With this data at our disposal, we will continue growing and providing top-notch service.”

“Sb1 members highly recommend the credit union and give glowing praise to the staff,” said Constance Anderson, founder of MemberXP. “The credit union’s top scores are a reflection of the staff’s personal efforts to provide an extraordinary member experience.”

**Sb1 Federal Credit Union ([www.sb1fcu.org](http://www.sb1fcu.org))**: With over \$600 million in assets, Sb1 was originally founded in 1977 by the employees of the SmithKline Corporation. Sb1 has evolved into a full-service, member-oriented financial institution servicing over 100 companies across the country, including anyone who lives, works, worships or attends school in select Philadelphia zip codes. Sb1 offers members a great option, whether they are looking for higher rates, fewer fees, or a safer place to keep their money.

**MemberXP**: As a leader in industry-specific benchmarking, MemberXP provides actionable research to credit unions in their pursuit of brand differentiation through proven mystery shopping techniques. Company founder, Constance Anderson, is a leading credit union member experience authority and author whose books on marketing, CRM, membership growth, and online marketing have been published by CUNA & Affiliates and CUES.

