



For Immediate Release
Caylee Smith, Marketing Director – csmith@gcefcu.org

Gulf Coast Educators FCU Designated a “Best of the Best” Credit Union



Pasadena, TX, March 1, 2020: MemberXP, a credit union member experience measurement platform, has designated Gulf Coast Educators Federal Credit Union as one of 2020’s “best of the best” credit unions.

The MemberXP Best of the Best designation is awarded to credit unions that consistently provide exceptional levels of member service during a calendar year. This prestigious award is given to fewer than one in five of the high-performing credit unions using MemberXP’s service evaluation platform. A credit union cannot apply for this award. It is independently granted by MemberXP based on specific criteria including member service and ease of use.

MemberXP is a voice of member platform that allows credit union members to provide immediate feedback on the service they receive. The platform utilizes mystery shops and member surveys to gauge the overall member experience across multiple delivery channels and specific experiences such as getting a loan or opening a new account.

“As an educator-centered financial institution, we are passionate about creating extraordinary member experiences,” said Linda Lukaszewski, CEO of GCEFCU. “Our members deserve to have a financial institution that respects them and works in their best interest. I am proud of my team for making that possible for our members.”



“Gulf Coast Educators FCU’s top scores indicate a real commitment to doing what is right for members,” said Constance Anderson, founder of MemberXP.

About Gulf Coast Educators FCU: In 1948, eleven Pasadena ISD educators got together and formed what today remains a credit union dedicated to serving the financial needs of school employees in Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery or Waller Counties, Texas. The credit union offers its member-owners a full line of banking services, but through a cooperative ownership structure. To learn more about the credit union, visit www.gcefcu.org.

About MemberXP: MemberXP provides actionable member research to credit unions via MemberView, its omnichannel voice of member platform and MemberShoppers, its mystery shopping platform. MemberXP serves credit unions across North America ranging in asset sizes of \$100 million to over \$9 billion. Learn more about MemberXP’s Best of the Best Awards at memberxp.com/best-of-the-best-award/