



For Immediate Release  
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## Gulf Coast Educators FCU Designated a “Best of the Best” Credit Union for 2022



Pasadena, TX, February 16, 2022: MemberXP, a credit union member experience measurement platform, has named Gulf Coast Educators Federal Credit Union one of their 2022 Best of the Best award winners.

The coveted Best of the Best award is given each year to credit unions that have consistently provided exceptional member service, as reported by their own members. Only the highest-performing credit unions utilizing the MemberXP platform are given this honor. The Best of the Best award is independently granted by MemberXP based on specific and rigorous criteria. Taking into consideration the extreme challenges of delivering extraordinary member service during a nation-wide pandemic and economic crisis, this year’s award winners reflect some of the most agile and responsive credit unions.

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.



“Your credit union’s top scores demonstrate your strong commitment to providing extraordinary service as a member-owned financial institution. You truly are the best of the best” said David Dean, COO, CUSG Marketing Solutions.

**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 the state of 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](http://www.gcefcu.org).

**About CU Solutions Group:** Headquartered in Livonia, Mich., CU Solutions Group is an award-winning credit union service organization that offers products and services in the areas of technology, marketing, HR performance and strategic advisory. The organization is home to national credit union-focused brands including Love My Credit Union Rewards, Save to Win, MemberXP, CUBE TV Studios, Compease and Performance Pro. The company has more than 100 investors comprised of credit unions, credit union leagues and credit union system organizations and maintains strategic partnerships with Intuit TurboTax®, GSTV and CU Risk Intelligence. For more information, visit [CUSolutionsGroup.com](http://CUSolutionsGroup.com).

**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 and in Canada 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/](http://MemberXP.com/best-of-the-best-award/).