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Solarity Wins National Customer First Award

Credit union recognized for excellence in customer-centric business culture

(Washington, United States, Monday March 20, 2017)

Not-for-profit, member-owned financial cooperative [Solarity Credit Union](http://solaritycu.org) today announced it was one of 5 recipients of a customer experience (CX) Customer First Award, which recognizes an organization that upholds a customer-centric business model. The other winners of the award were Petco, Rite Aid, Tiffany & Co., and Caesars Entertainment.

Solarity was honored at InMoment's Customer Experience Elevated 2017 conference. Based on InMoment's [Red Shoes initiative](#), Solarity Credit Union was chosen from more than 350 clients for putting customers "at the center of everything they do." With 54,000 members across Washington, both executive-level support and employee buy-in drives company culture and differentiate Solarity as a customer experience leader within the financial services industry.

Solarity operates a robust, omni-channel customer listening program across various touch points, including mortgage, in-branch, call center, mobile banking and more. Insights from customer feedback are delivered in real time to the Solarity Member Outreach team and the executive team which drive both operational and strategic changes. Additionally, "Solarian Salutes" notify all staff of positive staff mentions and are used to recognize top-performing employees.

"At Solarity, we're committed to delivering an exceptional customer experience," said Ralph Cumbee, CXO at Solarity Credit Union. "That's why the entire leadership team, from the branch managers to the CEO, tracks Solarity's progress each day. We're thrilled to receive this honor from InMoment."

Recently, Solarity expanded its listening program to include both Voice of Employee and Employee Engagement feedback to provide a more holistic view of the member experience. Thanks to Solarity's willingness to listen to and act on customer and employee feedback, they have increased their Net Promoter Score (NPS) by 40 percent.

"The Customer First Award was created to showcase InMoment customers that are exceeding expectations in the customer experience industry, and Solarity is doing that and more," said Todd Williams, InMoment EVP of Client Success.

About Solarity Credit Union

With over \$1 billion in assets under management, Solarity Credit Union's digitally-focused, community-centric co-op currently serves more than 54,000 members and offers a comprehensive range of products and services to meet ever-evolving financial needs. Membership is open to everyone who lives, works, worships, or attends school within a Washington State school district. Visit solaritycu.org for more information.

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