



ACSI Credit Union Industry Benchmark to be Launched in 4th Quarter 2008

ANN ARBOR, MI. (May 1, 2008). The National Quality Research Center (NQRC) at the University of Michigan announced today that it will conduct a measure of customer satisfaction with credit unions in the United States. Using the methodology of the American Customer Satisfaction Index (ACSI), the NQRC will produce a set of ACSI scores for the credit union industry comparable to those now produced for the retail banking industry. Telephone surveying of credit union member-customers throughout the U.S. will take place during the fourth quarter of 2008, concurrent with ACSI data collection for the banking industry.

“Credit unions are a significant part of the financial services sector, and adding a study of member satisfaction with credit unions will enhance the ACSI's representation of the consumer economy,” according to David VanAmburg, Managing Director of the ACSI. “It will also offer an interesting opportunity to benchmark these organizations with traditional banks.”

The first ACSI results for the credit union industry will be published on the ACSI website (www.theacsi.org) on February 17, 2009. It will provide credit unions that subscribe to the ACSI with an opportunity to compare their members' satisfaction with an industry-wide benchmark.

For more information on this new ACSI study, contact Terry Felker at tfelker@cfigroup.com.