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For Immediate Release

## Customer Satisfaction Levels at Navy Federal Lead Industry for Second Year in a Row

VIENNA, Va. (November 16, 2017) – Member satisfaction has been a number one priority at [Navy Federal Credit Union](#) for over 80 years. This commitment to service has earned the credit union the highest satisfaction ratings among banks and credit unions for the second year in a row, according to the 2017 American Customer Satisfaction Index (ACSI) Finance and Insurance report.

Navy Federal members reported the highest expectations score in the industry. The credit union delivers on those expectations, ranking highest in quality, value and satisfaction, for a customer satisfaction score of 88 out of 100. Credit unions and banks scored averages of 82 and 81 this year, respectively.

"We work hard to support our members. We strive to do the right thing by them. Matching a member with the best credit card to fit their needs, walking them through the mortgage process, or just simply listening to what they need are just a few reasons for our continued success," said Cutler Dawson, President/CEO of Navy Federal. "Member feedback helps us provide a terrific experience at our branches, on the phone, or through digital banking. We are here to serve."

"Navy Federal continues its tradition of providing outstanding service to its members," said David VanAmburg, managing director of the ACSI. "With a customer satisfaction score of 88 for 2017, Navy Federal again outperforms both the credit union and retail banking industry averages in a sector that grows increasingly more competitive."

This year's chart-topping ACSI score builds on Navy Federal's reputation as an industry leader in member service. The credit union was recognized by Javelin Strategy & Research as a [top trusted financial institution](#) in June, and [number one in customer experience](#) for full-service banking by Forrester Research in July.

### About Navy Federal Credit Union

Navy Federal Credit Union is the world's largest credit union with more than \$85 billion in assets, 7 million members, 309 branches and a workforce of over 15,000 employees worldwide. The credit union serves all Department of Defense and Coast Guard Active Duty, veterans, civilian and contractor personnel and their families. For additional information about Navy Federal, visit [navyfederal.org](http://navyfederal.org).

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### About ACSI

The [American Customer Satisfaction Index](#) (ACSI) is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. The ACSI uses data from

interviews with roughly 180,000 customers annually as inputs to an econometric model for analyzing customer satisfaction with more than 300 companies in 43 industries.

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