



Media Contact: Brandi Gomez
Corporate Communications
Phone: (850) 760-9343
Email: Brandi_Gomez@navyfederal.org

For Immediate Release

Navy Federal Credit Union Earns “CX Elite” Status and is Top Multi-Channel Bank/Credit Union for Customer Experience

VIENNA, Va. (June 11, 2019) – [Navy Federal Credit Union](#) remains the industry leader for a fourth consecutive year, [ranking No. 1 among multi-channel banks/credit unions](#) for customer experience in Forrester’s 2019 U.S. CX Index™ [survey](#). Additionally, the credit union achieved CX Elite status, ranking as a top 5% brand, among 260 brands in 16 industries. The survey also found that customers are more likely to recommend Navy Federal Credit Union among multi-channel banks/credit unions.

“We zero in on our members’ experience in everything we do – whether they visit a branch, call us or use our digital channels. Every one of our team members has a role to play in understanding and creating that experience, regardless of where they work in the organization,” said Mary McDuffie, president/CEO of Navy Federal. “Our tag line is ‘Our Members are the Mission’...and we mean it.”

Recognized as a CX Elite brand, Navy Federal also ranked highest among multi-channel banks/credit unions for customer service, clear communication, and transparent prices, rates and fees.

“Navy Federal Credit Union has been a CX Elite brand for all five years of the US CX Index benchmark and the highest scoring brand overall for the past two years,” said Michelle Yaiser, Director, Customer Experience Analytics at Forrester. “Not only do they have more customers giving them an Excellent rating than any other multi-channel banks/credit unions in our benchmark, they also have the fewest customers rating them Poor/Very Poor. Their continued high-level performance is indicative of their ability to deliver exceptional member experiences throughout the member journey.”

Based on a survey of over 100,000 US adult customers in 2019, Forrester’s CX Index™ methodology measures how well a brand’s customer experience strengthens the loyalty of its customers.

Navy Federal has been continually recognized for its dedication to creating a thriving work environment and delivering an exceptional experience for its members. Earlier this year, Navy Federal celebrated its 9th year on the [FORTUNE 100 Best Companies to Work For®](#) List, ranking 29th, the highest in its history. Other notable accolades include being [No. 1 in Customer Experience Excellence by KPMG](#) and [No. 7 in Best Workplaces™ in Financial Services & Insurance 2019](#).

About Navy Federal Credit Union: Established in 1933 with only seven members, Navy Federal now has the distinct honor of serving over 8 million members globally and is the world’s largest credit union. As a member-owned and not-for-profit organization, Navy Federal always puts the financial needs of its members first. Membership is open to all Department of Defense and Coast Guard Active Duty, veterans, civilian and contractor personnel, and their families. Dedicated to its mission of service, Navy Federal

employs a workforce of over 18,000 and has a global network of 335 branches. For more information about Navy Federal Credit Union, visit navyfederal.org.

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