



TOGETHER, LET'S DO GREAT THINGS

Credit unions voted best in customer service

Canada's credit unions just received their 14th consecutive overall Customer Service Excellence Award, winning nine awards in total at the annual Ipsos Financial Service Excellence Awards (formerly Best Banking Awards).

As 100% member-owned co-operatives, the credit union difference is based on service, and Canadians let us know we are on the right track by giving credit unions first place in categories like Branch Service Excellence and Values My Business, as well as tying for first place in the Financial Planning and Advice category.

Winning these awards for providing excellent service and financial advice through multiple channels means a lot in today's competitive and dynamic landscape. According to Lesley Haibach, Senior Vice President, Ipsos Customer Experience, Canada, "With the digitization of the industry, financial service organizations are looking for opportunities to build trust and an emotional connection across their omni-channel networks."

Building deep relationships with members and clients is an area well suited to credit unions. As 100% member-owned co-operatives, the credit union difference is based on service. Credit unions have locally-based and democratically-elected Board of Directors, allowing them to make decisions grounded in local knowledge.

At Coastal Community, we show our clients and members we value their business by delivering superior service and highly personalized advice where and when they want, across all our business lines. "The Coastal Community difference is based on knowing what matters to the people we serve," said Adrian Legin, President and CEO for Coastal Community.

"Our integrated approach means we have at our fingertips products, services and expertise from our banking, insurance and wealth management divisions, so we can tailor solutions to our members' and clients' unique needs."

2018 Financial Awards wins by credit unions:

- Overall Customer Service Excellence Award for 2018 (14th consecutive year)
- Branch Service Excellence
- Values My Business
- Online Banking Excellence
- Financial planning and advice (tied)
- ATM Banking Excellence (tied)
- Mobile Banking Excellence (tied)
- Automated Telephone Banking Excellence (tied)
- Live Agent Telephone Banking Excellence (tied)

