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# Press Release

## Providence Federal Credit Union continues to improve their level of service with the aid of LiveSurvey

**Milwaukie, OR, August 25, 2016:** Providence Federal Credit Union aims to improve member service by surveying its members immediately after each transaction. They're achieving this by using *LiveSurvey*, a service from Maps Credit Union's CU Wireless. This application allows credit unions to create mobile and email surveys to collect immediate feedback from members after each transaction. As soon as a member steps out of a branch, ends a call, or logs off an online account, *LiveSurvey* automatically sends out a customized electronic survey via email or text. Survey results, which are linked to the transaction, are then displayed on a dashboard for management and/or staff to review.

"We're now able to send out tailored surveys the instant our members interact with us, whether it's on the phone, in-person or via mobile," said Shirley Cate, Providence Federal Credit Union President/CEO. "The reports are sophisticated and easy to understand allowing our leaders to evaluate their processes and procedures and use them as coaching tools for their team. I'm looking forward to establishing a baseline with this product and to be able to share the results not only with staff and board but also our membership."

Shane Saunders, Vice President of Development for Maps Credit Union, believes that immediate electronic surveys are more effective than the traditional paper surveys because details of the transactions are still fresh in members' minds. Plus, members are five times more likely to respond to immediate electronic survey than a paper survey; many Millennials don't use paper mail at all. "Real-time results make this a powerful tool," said Saunders. "When we know what's going on today, we can make the credit union better tomorrow."

*LiveSurvey* is made by CU Wireless, which has served credit unions exclusively for more than 20 years. CU Wireless is a Microsoft Certified Silver Partner for Application Development, reflecting its ranking in the top 5% of .NET development companies in the world.

Providence Federal Credit Union was founded in 1962 with over \$127 million in assets and serves over 15,000 members. The Credit Union serves Providence Health & Services employees and employees in the health care industry in Oregon and Washington with two full-service branches and three Service Centers in Oregon. To learn more about Providence Federal Credit Union visit their web site at [www.providencecu.org](http://www.providencecu.org).

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