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Firefighters First Credit Union Is #1 in NPS for 3rd Straight Quarter

-----**LOS ANGELES, CALIFORNIA** – At Firefighters First Credit Union we have and always will have our members’ best interests in mind. We take our mission to improve the financial lives of our fire family very seriously. Our goal is to deliver an experience that exceeds their expectations and we are proud to announce that we have been named Best-In-Class in Net Promote Score (NPS) 3 quarters in a row by Member Loyalty Group (MLG).

Net Promoter Score (NPS) measures our member loyalty. It measures how likely members are to recommend us to their friends/family and is an excellent tool to understand member satisfaction. Firefighters First members rated us with an exceptional score of 82.95 in Q2. “The team at Firefighters First is deeply committed to delivering the best member experience possible directly based on member feedback,” Member Loyalty Group Chief Experience Officer, Rebecca Secor says. “It is quite a feat to achieve a Best-In-Class NPS among the high-performing credit unions that participate in our program, let alone do so three quarters in a row.” As of 2nd quarter 2018 data, the Credit Union Industry Average Relationship NPS® was 60.03 compared with banks’ overall average of 35, according to the 2018 Satmetrix report.

As part of our commitment to deliver legendary service, we visit members at fire stations and will be launching a virtual branch via Video Chat so we can take the Credit Union into their homes. We ensure all members have multiple ways to contact us and to provide feedback through surveys, member quick requests via the website, our “Talk to CEO” feature, as well as live chat. FFCU executives also regularly reach out to members, whether it is to answer a question or to follow-up on a request.



Our internal cultural attributes are aligned to match those of firefighters to ensure we have a close connection with our members.

- **INTEGRITY:** We focus on being of service, acting ethically, and building trust, doing what's in the best interest of our members.
- **COMPETENCE:** We earn the right to serve our members by demonstrating knowledge, ensuring quality, and getting results.
- **EXCELLENCE:** We demonstrate our passion and commitment to serving our members through leading by example, caring about means, and seeking improvement.
- **CURIOSITY:** We challenge ourselves and each other, and show gumption in exploring new ways to do things.
- **POSITIVITY:** We remove barriers, assume best intentions, and have fun, while maintaining a degree of warmth and professionalism.
- **HUMILITY:** We respect each other, take pride in our work, and pursue learning as we grow and work together.

As a result of feedback received from our members, we have:

- Updated our online banking platform and the features available
- We have launched: digital wallets, trust services, and partnered to deliver a world class fire shift calendar app
- Added branches
- Enhanced our product training to support consistent knowledge across the organization
- Expanded our Real Estate lending support team to ensure stronger communications and faster response times
- Identified our call center as the largest member support channel, redefining roles to support premier member interactions
- Soon we will be launching a member onboarding process to make it easier for our new members

"I am truly proud of our employees. They genuinely care for our members and have their best interest in mind, even when no one is looking" said Dixie Abramian, Firefighters First CU President & CEO.

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About Firefighters First Credit Union

Firefighters First Credit Union was formed in 1935 as Los Angeles Firemen's Credit Union and serves paid, professional firefighters and their families nationwide. We were started by a group of Los Angeles City firefighters during the height of the Great Depression. By pooling their funds together in an old cigar box, they were able to help members with financial support when they needed it the most.

Each morning, firefighters throughout our nation arrive at their fire stations committed to serve, prepared to respond. Their uncommon bond is rooted in a depth of trust few understand. Firefighters not only share in the rewards of saving lives of anonymous citizens, but they rely on each other in trusted fellowship for their safety and well-being in the gravest of emergency situations. Sitting at the kitchen table means understanding what is required and never hesitating in delivering. Each day we learn what is required and commit to delivering our best in financial products and services. We treat every member with respect, providing service satisfaction with every encounter. We give our best in financial value and stand proud and eager to respond. Attention to members' needs and expectations has enabled us to grow to over \$1.3 Billion in assets, with over 43,000 members and across 500 fire departments nationwide. Legendary service is more than a goal; it is our mission. For more information, please visit www.firefightersfirstcu.org.

About Member Loyalty Group

Member Loyalty Group is a CUSO formed by leading credit unions in 2008 to develop a common member loyalty benchmark for the credit union industry and is the 2012 winner of NACUSO's Collaboration & Innovation Award. The CUSO has an exclusive relationship with Satmetrix, the Net Promoter® company, to provide credit unions with the most effective tools for managing a Net Promoter® program to collect and act on member feedback that increases loyalty, growth and retention. Member Loyalty Group serves over 100 credit unions, many of which are over \$1 billion in assets, across the country. For more information visit www.memberloyaltygroup.com.

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