



FOR IMMEDIATE RELEASE

**Excite Credit Union Honored with Distinguished MemberXP™ “Best of the Best” Award**

*Excite Earns Top Honors for Best New Member Experience*

SAN JOSE, CALIF., March 7, 2025—Excite Credit Union is thrilled to announce that it has been recognized as a recipient of the prestigious 2025 Best of the Best award—in the category of Best New Member Experience—presented by MemberXP, a leading customer experience program offered through CUSG. This notable accolade celebrates credit unions that are committed to delivering exceptional service and member experiences.

“We are extremely proud to receive the Best of the Best award for Best New Member Experience,” said Sarah Stone, Excite’s Vice President of Retail Experience. “At Excite, our team ensures that every New Member feels welcomed and empowered from day one. With our simple account setup, seamless digital experience, and clear information about products and services, New Members can navigate their financial journey with confidence.”

The 2025 MemberXP “Best of the Best” Awards are based on insights from more than 2.6 million data points, reflecting the experiences of around 8.6 million credit union members. This comprehensive evaluation process utilizes key performance metrics, including Net Promoter Score (NPS) and Member Effort Score (MES), allowing data experts to analyze and validate results meticulously. Recognition is given to the top 25% of performers across various experiential categories, with Excite earning top honors in Best New Member Experience.

“Excite’s outstanding New Member Experience is just the beginning of our relationship with each Member,” said Stone. “We are committed to building lasting partnerships. Through personalized solutions and expert guidance, our dedicated team is here for the long term to support our Members as they set and achieve their financial goals.”

The distinguished award was presented in February as an annual recognition by CUSG, honoring credit unions that consistently excel in delivering exceptional service.

**About Excite Credit Union**

Member-owned and Member-focused, Excite gives everyone the chance to build a stronger financial future. With branches in California and North Carolina, Excite offers a full range of banking services and is committed to making life affordable for everyone. For more information about Excite, visit [excitecu.org](http://excitecu.org).

**ABOUT CUSG**

CUSG is a leading provider of innovative software and services in the areas of human resources, marketing, technology, and financial empowerment. The organization's mission is to support businesses with the delivery of exceptional experiences for their employees and customers while also maintaining a secure and resilient environment. CUSG is home to numerous national brands, including Performance Pro, Compease, The Learning Center, MemberXP, BankingXP, Save to Win, and Love My Credit Union Rewards. Serving over 2,200 financial institutions, universities, hospitals, and other businesses nationwide, CUSG is a trusted partner in their growth and development. The company has established strategic partnerships with industry leaders such as Trust & Will, Intuit TurboTax, H&R Block, Marquis, WHITE64, AudioEye, CalcXML, and Think|Stack, enabling it to offer comprehensive solutions tailored to support diverse business strategies and needs. For more information, visit [CUSG.com](http://CUSG.com).

*Net Promoter Score (NPS®) is a trademark of Satmetrix, Bain & Company, and Fred Reichfield.*

Media Contact: Nina Cole  
408-979-3653  
[ncole@excitecu.org](mailto:ncole@excitecu.org)