



FOR IMMEDIATE RELEASE:

Alliance Catholic Credit Union Recognized Among Industry's Best for Award-Winning Member Experience

FARMINGTON HILLS, MI – April 2026 - Alliance Catholic Credit Union has been named a 2026 MemberXP Best of the Best Award winner, earning national recognition for Best Overall Member Experience, one of the credit union industry's most prestigious honors for member-centric performance. The award is presented by CUSG through its MemberXP experience management platform and honors credit unions that consistently translate member feedback into meaningful action.

Now in its 10th year, the MemberXP Best of the Best Awards are considered one of the credit union industry's most respected benchmarks for experience excellence. Unlike traditional recognition programs, the awards are based entirely on direct member feedback and measure how effectively credit unions meet member needs across multiple interactions.

"This recognition reflects the intentional work our team puts in every day to truly understand and serve our members," said Rob Grech, President and CEO of Alliance Catholic Credit Union. "By listening closely and acting with purpose, we're able to create experiences that build trust and strengthen lasting relationships."

The 2026 awards are based on analysis of millions of member experience data points collected nationwide using two industry metrics, Net Promoter Score (NPS) and Member Effort Score (MES). Credit unions ranking in the top 25% of performance across each experiential category earn Best of the Best distinction. In addition to Best Overall Member Experience, Alliance Catholic also earned the #1 ranking for the Best New Member Experience and a top 25% performer award for the Best Consumer Loan Experience.

By leveraging MemberXP insights, Alliance Catholic Credit Union continuously identifies opportunities to improve service delivery, reduce friction, and strengthen member relationships, driving higher advocacy, loyalty, and trust.

Alliance Catholic Credit Union serves the Catholic community throughout the state of Michigan. There are 12 branch locations, including Allen Park, Dearborn, Farmington Hills, Madonna University, Rochester, Shelby Township, Sterling Heights, Southwest Detroit, Taylor, Troy, West Bloomfield, and the University of Detroit Mercy.

About Alliance Catholic Credit Union:

Chartered in 1956, Alliance Catholic Credit Union is a \$672 million financial cooperative serving nearly 33,000 member owners. Any person of the Catholic faith living, working, worshipping or attending school in the state of Michigan, any person who is a student, faculty or alumni of a Catholic University in the State of Michigan, any person who is an employee or pensioner of a Catholic healthcare system located in the state of Michigan or any person who is a member of Alliance Catholic Foundation is eligible to become a member of Alliance Catholic Credit Union. Alliance Catholic Credit Union actively supports Catholic schools, parishes and organizations.

Website: AllianceCatholic.com

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