

March 6, 2025

Park City Credit Union Honored with Distinguished MemberXP™ 'Best of the Best' Award

MERRILL, WI – Park City Credit Union is honored to announce that it has been recognized as a recipient of the prestigious 2025 Best of the Best New Account Experience award, 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.

“The Best of the Best award highlights our dedication to prioritizing member needs and continuously improving our offerings. “We are thrilled to receive this recognition”, said Val Mindak, President/CEO of Park City Credit “It demonstrates the hard work and passion of our entire team, who strive daily to create the best experience possible across all our channels.”

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 our credit union earning top honors in New Account Experience.

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

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About Park City Credit Union: Park City Credit Union is a member-owned financial cooperative providing financial services to over 24,000 members who live, work or own land in Forest, Iron, Langlade, Lincoln, Marathon, Oneida, Price, Rusk, Taylor or Vilas counties. To find out more visit www.parkcitycu.org. Park City Credit Union has offices located in Merrill, Tomahawk, Minocqua and Rhineland.
