



FOR IMMEDIATE RELEASE
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Canadian credit unions dominate Ipsos Best Banking Awards

Lloydminster, Sask. - Once again Canadians have decided that credit unions deliver the best service in the financial industry.

According to the annual 2017 Ipsos® Best Banking Awards program, Canadians have ranked Canada's credit unions first among all financial institutions in providing Customer Service Excellence and Branch Service Excellence for the 13th year in a row. Credit unions were also awarded sole honours for Values My Business for the 10th consecutive year.

Overall, Canada's credit unions received a total of eight awards in 2017.

"It's a tremendous honour to see the way credit unions are recognized across this country," said Glenn Stang, Synergy Credit Union CEO. "We put our members first and it shows when you receive this type of acknowledgment."

"Excellent customer service is a strategy for most financial institutions, but for credit unions, it's simply part of our DNA. Each and every interaction – whether in person, online or on the phone – is solely based on finding the best financial product or service that will meet an individual's personal or business needs," explained Martha Durdin, President and CEO, Canadian Credit Union Association. "On behalf of all of Canada's credit unions, we thank Canadians for their ongoing support and recognition of our efforts."

Canada's credit unions were recognized in the following categories:

1. First for Customer Service Excellence (13th consecutive year);
2. First for Branch Service Excellence (13th consecutive year);
3. First for Values My Business (10th consecutive year);
4. Winner (tied) for Live Agent Telephone Banking Excellence (fifth year)
5. Winner (tied) for Mobile Banking Excellence (third time, second consecutive year);
6. Winner (tied) for Financial Planning and Advice (10th consecutive year);
7. Winner (tied) for Online Banking Excellence (third consecutive year); and
8. Winner (tied) for Automated Telephone Banking Excellence; (fifth consecutive year [note: prior to 2013 there was a single Award for total Telephone Banking, which the credit union system shared each year from 2008 to 2012]).

"We are committed to continuing our pursuit of finding solutions for our members in this rapidly-evolving financial industry," said Synergy Board Chair Don Wheler. "These frequent awards are only possible because of our excellent members and the genuine relationships built by our innovative, hard-working staff."

To learn more about Synergy Credit Union go to www.synergycu.ca.

About Synergy Credit Union

Synergy Credit Union is a member-owned financial institution serving more than 27,000 members from 10 communities within west-central Saskatchewan. Synergy Credit Union is the fourth largest credit union in the province of Saskatchewan and is one of the leading credit unions in Canada, with more than \$1 billion in assets.

Synergy Credit Union provides core banking services through the traditional branch network, the Canada-wide AccuLink ATM network, online banking, automated telephone banking, mobile web banking, as well as through the Member Contact Centre and by SMS texting. More complex and advanced services, such as financial advice and analysis, are delivered by specialists who may be located in select branches or available to meet in a location of the member's choice, by request.