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Verve, a Credit Union Recognized as Best of the Best for Mortgage Experience

Oshkosh, Wisconsin – Verve, a Credit Union, has been named a 2026 MemberXP Best of the Best Award winner for Mortgage Loan Experience, earning national recognition for delivering exceptional, data-validated member experiences. 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 key moments of the journey.

“Being named Best of the Best reflects the dedication of our team and our focus on listening closely to our members,” said Kevin J. Ralofsky, President and CEO of Verve. “Every day, we work to create experiences that are easy, meaningful, and designed to help our members thrive.”

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, with Verve recognized for excellence in mortgage loan experience.

By leveraging MemberXP insights, Verve continuously identifies opportunities to improve service delivery and reduce friction, driving higher advocacy, loyalty, and trust.

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“Member feedback gives us the insight we need to continuously raise the bar,” said Mitch Kime, Chief Growth Officer at Verve. “It helps us strengthen relationships and deliver the consistent, high-quality experiences our members deserve.”

About The MemberXP Best of the Best Awards

The MemberXP Best of the Best Awards are presented annually by CUSG to recognize credit unions that set the standard for member-centric leadership and measurable experience excellence.

About Verve, a Credit Union

Founded in 1937, Verve, a Credit Union, is a member-owned, not-for-profit financial cooperative with more than \$1.6 billion in assets and serves close to 65,000 members at 20 locations. Membership is open to anyone who lives, works, or worships in 23 counties throughout Wisconsin, Illinois, and Minnesota. Membership is also open nationwide through ACC membership. Federally insured by NCUA. Visit www.verveacu.com for more information.

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Attached Image: Best of the Best Award Seal