

FOR IMMEDIATE RELEASE

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CONTACT: Nelson Medina, Chief Lending & Marketing Officer
EMAIL: nmedina@guadalupecu.org

GUADALUPE CREDIT UNION RECOGNIZED AMONG INDUSTRY'S BEST FOR AWARD-WINNING NEW MEMBER EXPERIENCE

Santa Fe, NM – Guadalupe Credit Union (GCU) has been named a **2026 MemberXP Best of the Best Award** winner for its **New Member Experience**, ranking in the **top 25% of credit unions nationwide** based entirely on member feedback. The award is presented by **CUSG** through its **MemberXP** experience management platform and honors credit unions that consistently translate member feedback into meaningful action.

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.

"This recognition is especially meaningful because it comes directly from our members," said **Tanya Sturgeon, President/CEO of Guadalupe Credit Union**. "It tells us people feel welcomed, supported, and confident when they start their relationship with GCU. Our team works hard to make joining easy—and to make sure every new member feels like they belong here."

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 in each experiential category earn Best of the Best distinction, with Guadalupe Credit Union recognized for excellence in **New Member Experience**.

This year's recognition also continues a long-standing track record of member-reported excellence for Guadalupe Credit Union:

- 2026 – New Member Experience
- 2025 – New Member Experience
- 2024 – New Member Experience & Consumer Loan Experience
- 2023 – Consumer Loan Experience
- 2022 – Consumer Loan Experience
- 2021 – Consumer Loan Experience



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Since 2023, these awards have been based on competitive rankings—reflecting how GCU continues to outperform peer credit unions nationwide, powered by consistent service and real-time member feedback.

By leveraging MemberXP insights, GCU continuously identifies opportunities to improve service delivery, reduce friction, and strengthen member relationships—building higher advocacy, loyalty, and trust.

For more information about Guadalupe Credit Union and its commitment to award-winning member experiences, visit www.guadalupecu.org.

About GCU: Member-owned and not-for-profit Guadalupe Credit Union is a certified Community Development Financial Institution (CDFI) that has served Northern New Mexico since 1948. Anyone who lives or works in Santa Fe, San Miguel, Río Arriba, Mora, Torrance, Colfax or Taos counties is invited to join. GCU is an equal opportunity lender and is federally insured by the National Credit Union Administration.

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