

## **Newfoundland and Labrador Credit Union wins the Mount Pearl Paradise Chamber of Commerce Customer Service of Excellence Award**

(St. John's, NL) . Oct 18, 2012. Last night during the Best in Business Awards Gala held at the Paradise Rotary Community Centre, it was announced that Newfoundland and Labrador Credit Union (NLCU) won this year's Customer Service of Excellence Award. This marks the second time NLCU has achieved this recognition.

The Best in Business Awards program was created by the Mount Pearl Paradise Chamber of Commerce to honour the best practices of small to large businesses in the Mount Pearl area.

Accepting the award on behalf of NLCU was Sheila Hynes-Brenton, Branch Manager, Owner Service, Mount Pearl branch. Hynes-Brenton remarked, "To be recognized as one of Mount Pearl's best providers of exceptional customer service is a wonderful honor and a true testament to how important it is to our team to go above and beyond for our owners, who are our customers."

When it comes to delivering exceptional service, NLCU's Chief Executive Officer, Allison Chaytor-Loveys, knows it's the credit union's dedicated employees who make the difference. "In 2011, approximately 1,300 of our owners were randomly surveyed and the results showed an overall satisfaction rating of 93%. This rating is fabulous for our industry and we've never fallen below this threshold. It also reflects NLCU's commitment to provide a level of service for our owners that is second to none."

### **About Newfoundland and Labrador Credit Union**

Newfoundland and Labrador Credit Union (NLCU) is a full-service financial institution with over 22,000 owners and over \$488 million in assets. As the largest credit union in Atlantic Canada, NLCU has 13 locations province-wide with financial services ranging from chequing and savings accounts, loans, mortgages, commercial services, RRSPs, RESPs, investments, retirement planning, insurance, wealth management, income tax service, online brokerage, online banking and more. NLCU is dedicated to providing the most effective financial services and wise financial guidance to empower our owners to make the best financial decisions.

For more information on NLCU, visit [www.nlcu.com](http://www.nlcu.com).

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