



*We need your opinion about
the service at Northland!*

**Could you be our next
Member Shopper?**

Dear Member,

We'd like YOUR opinion, and we're willing to pay you to give it to us!

Why are we asking for your help? We'd like to invite you to participate in Northland's mystery shopping program. As a member-owner of the credit union, you have a special interest in making sure we're providing the best possible service. That's why we're asking you to evaluate our service as part of your routine visits and calls to the credit union.

Why are we mystery shopping our employees? Member feedback is essential for us to evaluate how well we serve our communities. We want to reward employees who provide excellent service and train those who may need some improvement. We hope you'll consider joining us in this important endeavor.

How the program works: Mystery shopping isn't difficult. In fact, anytime you visit or call Northland, you're already consciously or subconsciously evaluating the service you receive. We just want you to tell us about your experience.

First, we'll ask you to observe or listen for certain things. Next, you'll log on to a website and fill out a simple form, and then you're done! Once your mystery shop is verified, Northland will credit from **\$10 to \$20** to your Share Savings account, depending on the type of shop you've completed. It's very simple.

Northland has contracted with MemberShoppers, a respected provider of mystery shopping services to credit unions across the country, to coordinate this program. We do this to insure that all evaluations remain confidential.

Employees do not know which members are evaluating their service.

Sound interesting? A limited number of shoppers are needed for each branch. All applications received after that need is met will be kept on file for possible future inclusion in the program. Space is limited, so we recommend you apply today.*

How to apply:

1. Visit **MemberXP.com**
2. Click the **Become a Shopper** text link near the top.
3. Under **Get Started Now**, choose the yellow **Register to Shop** box.
4. Create a username and password and enter your contact information.
(You will NOT be asked for information about your Northland account.)
5. "From which Credit Union...?" **Northland Area FCU**
6. Validation code: **Northland** (case sensitive)
7. Review and accept the Terms of Use, Privacy Policy and Independent Contractor Agreement
8. Choose the Northland branch you use most often.
9. Submit the application

What to expect next: Members who are selected to participate will receive further details directly from MemberShoppers.

More Questions? We're happy to help. Call Northland at 989-739-1401 ext. 4247 or visit *MemberXP.com* for more details. As a Northland member, we want to be your most trusted financial partner. We hope you'll consider this opportunity to help us serve you better than ever before!

Sincerely,

Pete Dzuris, CEO/President
Northland Area Federal Credit Union

* Internet access is required. You must be a Northland Member to participate. Current and former employees of Northland Area Federal Credit Union and their family members are not eligible to participate in this program. Rev. 3/31/16