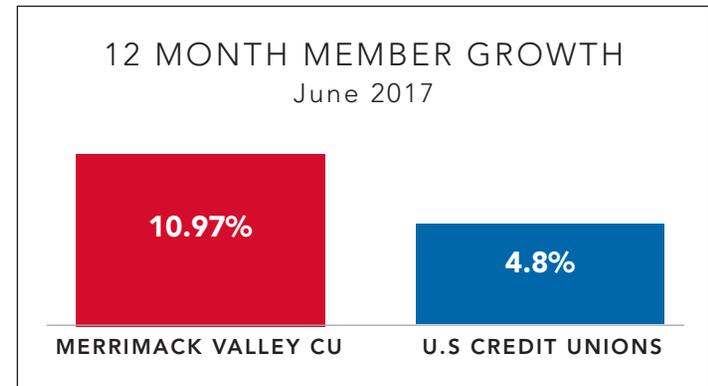




## MEETING MEMBERS' NEEDS HOW A STRONG TEAM CREATES LIFELONG CU MEMBERSHIPS

Located in a busy financial market just outside of Boston, MA, Merrimack Valley CU goes above and beyond to ensure they have the right balance of high-tech and high-touch interactions with their valued members. While members may not be aware of the partnership between Synergent and Merrimack Valley CU, the connection helps deliver essential products to members—allowing the credit union to focus on delivering top-notch member service.



Source: Callahan's Peer to Peer, June 2017

"We focus on the members, we focus on what's best for them. We're trying to earn enough money so we can give that money back to our members."

– Peter Matthews, President/CEO

"I think we have to just keep in mind that with everything changing on a daily basis, we have to stay on top of everything and I think Synergent helps us do that. That will help us make sure we meet our members needs as their needs change."

– Laura Wante, VP of Human Resources

"For a company our size, it would have been very difficult to deliver some of those things without a solid partner to do it. And with the regulatory environment that we're dealing with today, having somebody behind us with solid disaster recovery, solid systems. It does help us sleep at night. If we had to manage that all on our own, it would be challenging."

– Anthony Marino, VP of Operations

"When a new member comes and joins us, we want to tell them we are a partner for life for them. We grow with them, we have services that can help them through every stage of their lives."

– Yean-Ai Long, VP of Marketing



### MERRIMACK VALLEY CU

Lawrence, MA

47,629 Members

\$601,738,571 in Assets

6 Branches: Lawrence, North Andover, Methuen, and Haverhill, MA; Plaistow and Seabrook, NH