

## PRESS RELEASE

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### **MERIWEST CREDIT UNION IMPLEMENTS THE SERVICE PLUS SYSTEM**

Phoenix, Arizona – August 29, 2006 – Meriwest Credit Union, headquartered in San Jose, Calif., has implemented RMG Training Company's SERVICE PLUS™ service quality training system. The SERVICE PLUS system helps credit unions deliver consistently superior levels of service to their members in order to retain and expand their banking relationships. All credit union employees are participating in the comprehensive training. The credit union is also scheduled to implement RMG's sales training and sales coaching system, SALES PLUS™, later this year.

Barry Roach, Vice President, Retail Delivery, of Meriwest Credit Union, reports the following positive outcomes from the SERVICE PLUS training. "The training has helped us provide better and more consistent service to Meriwest members while also strengthening partnerships between departments. The coaching framework incorporated into SERVICE PLUS has also allowed our managers further opportunity to sharpen their leadership skills," Roach said.

Melissa Cleborne, the credit union's Training Manager, explains the special features of the training and the key reasons they selected RMG Training Company over other companies. "We selected SERVICE PLUS because of its unique method of delivery. This program decentralizes the training allowing managers to train their employees in their departments and in their own time frame. This empowers managers to take the lead role in providing training to their staff. The hidden benefit is in the one-on-one coaching. I have had so many employees tell me that they have a stronger bond with their manager and can communicate on a different level due to the time they spent together and the relationship that was built during the one-on-one coaching sessions."

SERVICE PLUS is a comprehensive service-quality enhancement system. It sets clear performance standards throughout the credit union, delivers powerful skill-based training and maintains ongoing coaching and mentoring to reinforce performance. Plus, never-ending measurement and recognition activities keep the emphasis on service quality success alive at the credit union on an ongoing basis. The entire credit union, from the chief operating officer to entry-level employees, participates in the training. The SALES PLUS training and coaching system will then be completed by salespeople throughout Meriwest Credit Union to develop their member relationship building skills.

Bob Brown, President of RMG Training Company said, "Both SERVICE PLUS and SALES PLUS promote superior member retention and solid member relationships. The systems also help the credit union

develop an energetic mentoring and coaching environment that supports exceptional service to both members and fellow employees within the credit union.”

**About Meriwest Credit Union:**

Meriwest Credit Union is a full-service financial institution, serving over 75,000 members in California and Arizona. Headquartered in San Jose, Calif., the credit union has 13 branch locations and over \$1 billion in assets. Meriwest began as the IBM Credit Union over 45 years ago. But today, the same great benefits of credit union membership that were once only available to the employees and families of those employed at IBM, are now available to anyone who lives or works in the Greater Bay Area. As the fifth largest credit union serving the Bay Area, Meriwest members enjoy the security of banking with an organization that's established, financially sound and has a strong local heritage.

**About RMG Training Company:**

Established more than 26 years ago, RMG Training Company offers a full range of service quality and sales enhancement systems to the financial industry in the United States, Canada and Australia. With its headquarters in Phoenix, Ariz., RMG Training Company specializes in helping financial institutions build vibrant coaching cultures that drive ongoing service-sales success.