

PRESS RELEASE

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FOR IMMEDIATE RELEASE
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THREE RIVERS FEDERAL CREDIT UNION CHOOSES SERVICE PLUS

Phoenix, Arizona – August 9, 2005 – Three Rivers Federal Credit Union, Fort Wayne, Ind., has contracted with RMG Training Company to utilize its SERVICE PLUS™ service quality training for all credit union employees. The SERVICE PLUS training helps credit unions deliver consistently superior levels of service to their members in order to retain and expand their banking relationships. Other RMG performance enrichment systems, including SALES PLUS™, are scheduled at the credit union over the next year.

Jeff Meyer, President & CEO of Three Rivers, explains the key reasons they selected RMG Training Company over other vendors. “RMG offers a systematic approach, not a one time training event, to the most crucial differentiator of a financial institution – the ability to provide a memorable service experience consistently. Their system requires managers to spend quality one-on-one time monitoring and developing their staff in order to be able to provide service that truly exceeds member/owner expectations.”

Meyer has already seen the following positive results from the SERVICE PLUS training. “I can see the difference in the details and little things that would have previously gone unnoticed. Whether the interactions are between an employee and a member or two staff members, the SERVICE PLUS system reinforces the basics of good member service we too often try to shortcut,” Meyer said.

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 president to entry-level employees, participates in the training. The SALES PLUS training and coaching system will then be completed by salespeople throughout Three Rivers to develop their professional selling skills.

Bob Brown, President of RMG Training Company said, “Both SERVICE PLUS and SALES PLUS promote enhanced member retention and expanded member relationships. The systems will also help the credit union develop an energetic coaching environment that supports exceptional service to both members and fellow employees within the credit union.”

About Three Rivers Federal Credit Union:

Three Rivers Federal Credit Union is a full-service financial institution, servicing over 70,000 members in northeast Indiana and northwest Ohio. Headquartered in Fort Wayne, Ind., the credit union has over \$420 million in assets and 19 branch locations.

About RMG Training Company:

Established more than 25 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.