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## **Advia Credit Union Welcomes New Member Contact Center Service Assistant Manager**



**Parchment, MI** – Advia Credit Union has announced that Trisha Smith has recently been promoted to a Member Contact Center Service Assistant Manager. Trisha will be leading the Member Contact Center team as they provide excellent service to members through empowering members and improving the team’s knowledge of Advia products.

Trisha begins her new role with over 7 years of banking experience in the area. In her previous role at Advia Credit Union as a Member Contact Center team member, she has served as a coordinator for team huddles and a mentor and trainer to new hires in the north east Michigan region. She has also helped her team as an Escalation Specialist. Furthermore, for the last 2 years, Trisha has served as Co-Chairman to the Advia Connect Committee. This committee celebrates Advia employees when there is a wedding, anniversary, graduation, birth, or other milestone with a card or small gift. In her new role as a Member Contact Center Service Assistant Manager, Trisha will use her 7 years of experience to lead the team to provide exceptional service to members of Advia.

“My passion has always been service. In every area that we can provide, I want our members to walk away from that experience having a wonderful feeling that they have been heard and taken care of. I look forward to bringing that passion to my new role in the Contact Center,” says Smith. “We are all empowered to make it right for the member, and I can’t wait to help my team continue to grow in their knowledge of how to do just that!”

In Trisha’s spare time, she is a member of Daughters of the American Revolution, Ottawa Chapter and actively volunteers for the organization. She loves family history and is interested in Genealogy.

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**About Advia Credit Union** - Advia Credit Union’s mission is to provide financial advantages to its members. With over \$2 billion in assets, Advia seeks to provide quick and easy access to money and time-saving financial tools to over 167,000 members in Michigan, Wisconsin and Illinois. Advia’s team of over 600 professionals delivers excellent service and innovative products at 33 locations and via digital and mobile platforms. Advia is guided by its core values: driving progress, acting with integrity, building and strengthening relationships, and keeping people at the core. Visit [adviacu.org](http://adviacu.org) to learn more about how Advia provides Real Advantages for Real People™.