



Superior customer service wins Bucks Federal Credit Union a free web commercial from “buy local” contest.

Bristol, Penn.-based Bucks Federal Credit Union was recently named winner of an “I Love Local Commercials” contest for going out of its way to help members.

“Bucks First is that typical credit union that goes above and beyond in customer service,” said Rhett McLeaughlin, president of Rhett & Link video production company. “You might say they ‘buck’ the trend of impersonal banks that do not appreciate your business.”

The commercial series is a collaboration between MicroBilt, a risk-management firm that helps small businesses, and YouTube sensation, Rhett & Link.

“Our members are important to us, so we try to go the extra mile,” said Hillary Reed, marketing manager for Bucks First FCU. “We had one member a couple of weeks ago who is disabled but needed to sign loan papers. So one of our representatives went to her house in the pouring rain to sign loan papers from the car. Another member needed a new debit card before she could leave on vacation the next day. We got it processed and drove it to her house. It doesn’t seem like a big deal to us, but it means a *great* deal to our members.

The videographers go around the country, choosing one local business from different industries for the “I Love Local Commercials” project. Bucks FCU is the only financial institution to have been chosen from among thousands of entries nationwide.