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CUSO Responds to CU Needs with New Lobby Management Features

SAN FRANCISCO, California - Credit unions seeking to reduce lobby operation costs while improving service and efficiency now have new, affordable solutions available from Better Branches, a software and consulting CUSO. Better Branches enhanced Better Lobby - its lobby management solution - to help credit unions manage more efficiently and while also cutting branch staffing expenses.

"Over the last year, credit union managers have been looking at branch labor costs like never before," says Rick Poulton, President of Better Branches. "We've responded to this demand by enhancing the features of Better Lobby so that credit unions can operate more efficiently with fewer staff."

One of the key new Better Lobby features is Remote Lobby Manager, a powerful tool that enables managers to oversee the activities of two or more branches from a remote location. "For managers covering more than one branch, Remote Lobby Manager allows them to see who is serving members, who is available to serve members, and how long members are waiting to be served at each location," says Poulton.

Also new is a productivity feature that summarizes the time each employee spends on each member service activity. Two reports are available to help managers analyze staff efficiency based upon the purpose of the member visit and the time used for the service event. According to Poulton, "the productivity feature provides managers with a stronger ability to schedule staff with greater efficiency."

Because many credit unions now rely upon their Call Centers to act as a branch, Better Branches added new Call Center reporting capabilities that mirror the reports available in branches. At the conclusion of each telephone call, Call Center representatives are prompted to complete a pop-up screen summarizing the service event. The captured information is available in a report that is similar to those generated at the physical branch level.

Reporting data generated through Better Lobby can be exported to Excel for further analysis.

Since many credit unions are now operating with fewer employees, some credit unions have chosen to replace reception personnel with self-service, sign-in kiosks. "Kiosks are more efficient and private than placing a sign-in clipboard in a lobby," says Poulton. "Better Lobby kiosks are easy to use, and members appreciate the fact that they no longer have to write their name, account number, and purpose for visit on a clipboard that everyone can see."

To satisfy the needs of today's cost-conscious users, Better Lobby is now available with a variety of licensing options that should fit every budget - regardless of the credit union's size.

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