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Kitsap Credit Union Selects Lobby Management Tool from Better Branches

SAN FRANCISCO, California - Kitsap Credit Union in Bremerton, Washington recently selected Better Lobby - an affordable, user-friendly lobby management tool from Better Branches - to help the credit union actively monitor, measure, and manage non-teller branch activity while also gauging staff productivity. According to one manager there, staff immediately assimilated Better Lobby into their regular service routine, and quickly praised the tool for its ease of use.

"We are very pleased with Better Lobby," says Maggie Bell, Project Manager. "Our implementation went extremely well, and I have only heard good things from staff since they started using it."

Designed by the Better Branches CUSO, Better Lobby records arrival time, wait time, visit purpose and consultation time for every branch visitor to the service platform. Its rich reporting functionality encourages higher levels of staff accountability, thus improving service quality and sales outcomes. At any time and from any office in the credit union, Better Lobby allows staff and management to oversee lobby activity, wait time, and staff productivity in any or all branches. It provides current and past report-based insight into branch traffic, employee performance, purpose of visit, and staff utilization.

"A credit union's lobby is a reflection of the organization behind the queue lines, and its efficiency impacts the member's impression from the moment he or she walks through the front door," says Rick Poulton, President of Better Branches. "The challenge is to consistently make the member's experience a positive one, and to create an environment that balances service, friendliness, and efficiency."

Ms. Bell further stated that she would recommend Better Lobby to credit unions that are looking for a quick, affordable way to improve branch service. "From a project standpoint, Better Branches has been very responsive to questions, and everything's been great."

Better Lobby can be quickly installed in a credit union's data center or utilized as an ASP-hosted service. Kiosk screens are available for unmanned reception or as an overflow option when reception is busy

For more information, contact Rick Poulton, President of Better Branches, at (925) 261-1266 direct, or (866) 444-8344 toll free, or email rick.poulton@betterbranches.com. You can learn more about Better Branches on the web at www.betterbranches.com.

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