



News Release/For Immediate Release

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Better Branches Now Offers Printable and Custom Reports with Better Lobby

New enhancement enables credit union managers to prepare reports in less than a minute, saving hours of manual work daily.

SAN FRANCISCO, CA - April 1, 2011 – Better Branches LLC, a CUSO specializing in front- and back-office workflow solutions for credit unions, has added a new printable and custom report enhancement to Better Lobby – the CUSO’s popular lobby management tool.

Printable and custom reports allow managers to view, print, and export the current status of branch activity throughout the day. Managers can also generate reports that show branch activity history for a specific date or time period. These reports enable users to easily output reports in a variety of file types including PDF, Excel, HTML, text, or print versions of numeric and graphical reports. These printable and custom reports give managers with a fast and simple way to create an electronic version of reports that can be distributed by email.

According to Better Branches President Rick Poulton, the printable and custom report enhancement was created to help busy credit union managers keep up with reporting tasks while also actively managing branch and sales functions. “These days, many managers are taking on additional responsibilities or managing multiple branches to cut operations costs,” says Poulton. “According to one credit union manager, Better Lobby’s printable and custom reports allow him to do in one minute what used to take hours each month. The reports are easy to prepare, timely, and accurate, and they enable managers to spend less time reporting and more time actively managing branch sales and service.”

One unique aspect of Better Lobby’s printable and custom reports is that they enable the measurement of activities that are not tracked on the credit union’s host. For example, referral activity can be measured and tracked, even if the activity does not result in a new account. The system keeps notes on the progress of the referral and can also be used as a tickler system for follow up. This reportable data can be used to

reward and encourage top referral performers, or to counsel and coach staff those who are challenged at closing sales. The reports are a helpful tool for managers tasked with improving sales while also overseeing service functions.

Printable reports are now available with a Better Lobby license. Custom reports can be created to a credit union's specifications at a modest additional cost.

About Better Branches, LLC

Better Branches, LLC was founded in partnership with SAFE Credit Union of North Highlands, California, in 2003. The CUSO mergers best practice workflow solutions with innovative information technology to help credit unions improve service, increase sales, and lower operating costs.

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