



News Release/For Immediate Release

June 15, 2012

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***Mobile and Web Wait Time Feature for Better Lobby Announced
by Better Branches Technology***

New addition provides real-time "Visitors Waiting" and "Longest Wait" information to members before they visit the branch.

SAN FRANCISCO, CA – June 15, 2012 – Better Branches Technology, a provider of innovative, affordable software solutions that help financial institutions deliver the highest standard of service, announced a timely new improvement to their industry leading Better Lobby solution: the *Mobile and Web Wait Time Display*. This Better Lobby option that delivers real-time lobby wait times will be valued by busy time-constrained members and branch operations staff who want to shift peak visitor traffic to less busy times.

With over 90% of the American population carrying mobile devices, Better Branches has developed a module that is timely, compelling and should have a wide appeal to many credit union members. There is no "app" to download, instead members simply follow the link from the credit union's website page to the mobile-sized page that is suitable for their iPhone or similar mobile device. Members will be able to quickly and easily see the current lobby wait times in any Better Lobby equipped branch and schedule their visits accordingly. The mobile page can easily be bookmarked to the users "home screen", to make subsequent visits possible with a single touch.

Rick Poulton, President of Better Branches, states that "this new feature is a win-win – members will love the "high tech, high touch" real-time access to their credit union's branch lobby status, while credit union staff stress will be lowered by not having to serve members who may have become irritated or even upset by long wait times to meet with a branch employee." For those members who prefer to use a home or office PC, the *Mobile and Web Wait Time* feature can be readily accessed from the credit union's website with a couple of mouse clicks, and visitors can simply "bookmark" the web page for future reference. Poulton adds that "we designed this solution with busy members in mind, as well as credit union Operations, Marketing and IT departments. Operations personnel will appreciate the ability to "shift" traffic to non-peak times or to slower branches; Marketing teams will love that it enhances their image

with technology savvy members; and IT Departments will quickly recognize how simple it is to deploy and support, which is due in part to the fact that there are no client-side applications to install.”

About Better Branches Technology

Since its founding in 2003 Better Branches’ software solutions have expanded to include: Better Lobby, Basic Contact Manager, Offers, Better WorkGroups Automated Workflow and Indirect Lending Cross-selling. These solutions are flexible enough to support financial institutions with 10,000 to 500,000 clients.

For more information, contact Rick Poulton at (925) 261-1266 or email

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