



News Release/For Immediate Release

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### **1st United Services Credit Union Selects Better Branches Technology**

*Large progressive credit union implements Better Lobby/Teller and Staff Scheduler & Optimizer.*

**SAN FRANCISCO, CA – December 2, 2013** – Better Branches Technology, a provider of branch visitor queuing and workforce management software for financial institutions, announced that 1st United Services Credit Union has adopted their industry leading *Better Lobby/Teller and Staff Scheduler & Optimizer modules*. These powerful Better Lobby modules will help the \$800M+ asset Pleasanton, CA-based credit union improve member service quality, optimize branch performance, streamline staff scheduling and control expenses.

*Better Lobby/Teller* takes a unique approach to managing branch visitors – it measures each and every visit in real time, not just transactions like other teller management systems. “Our goal with this project is to gain insights that will allow us to make the best use of our employees’ time as they serve members in our ten branches,” says Brian Reed, Vice President at 1st United Services Credit Union. “We found that Better Branches could deliver the easiest to use and most complete system on the market, while allowing us to properly schedule the right number of staff at the right time.”

Rick Poulton, President of Better Branches, states that “the senior management team at 1st United Services Credit Union was clear in their objectives – they wanted an affordable system that would provide them with an accurate view of how their employees spend their time and identify opportunities for improvement. Our two integrated modules help improve member service levels by automatically comparing individual employee schedules and roles, to branch traffic forecasts.” The *Staff Scheduler & Optimizer* module will be used by the credit union’s managers to efficiently coordinate shifts, breaks, lunches, vacations and sick days.

***About 1st United Services Credit Union***

1st United Services Credit Union has a long history of service in the Bay Area and has the distinction of being one of the first credit unions in the State of California. The credit union was originally founded in 1932 as City & County Employees' Credit Union in order to serve Alameda County Employees. Today, 1<sup>st</sup> United Services Credit Union has over \$800 million in assets and serves over 50,000 members. Membership is open to anyone who resides, works, or attends school in Alameda or Contra Costa counties in California. To find out more, visit: <https://www.1stuscu.org>

***About Better Branches Technology***

Since its founding in 2003 Better Branches' software solutions have expanded to include: Better Lobby/New Accounts, Better Lobby/Teller, Staff Scheduler & Optimizer, Mobile Wait-time Indicator and, the recently launched, Branch Appointment Calendar. These solutions are flexible enough to support financial institutions with 10,000 to 600,000 clients.

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