



News Release/For Immediate Release

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**Gulf Coast Community Federal Credit Union Selects
Lobby and Branch Calendar Solution by Better Branches Technology.**

Better Lobby/New Accounts and Appointment Calendar seamlessly integrate to allow forward thinking credit union to deliver great member service.

SAN FRANCISCO, CA – December 9, 2013 – Better Branches Technology, a provider of branch visitor queuing and workforce management software for financial institutions, announced that Gulf Coast Community Federal Credit Union has adopted their industry leading *Better Lobby/New Accounts* and *Branch Appointment Calendar* modules. The *New Accounts* module is a highly effective lobby management application that will positively impact visitors' opinions of the Mississippi-based credit union's New Accounts areas, while *Branch Appointment Calendar* will provide a branch-specific appointment calendar for each branch employee, making the creation and updating of member appointments remarkably fast and easy.

Tammy Miles, Vice President at Gulf Coast Community Federal Credit Union, explains that “we were looking for a system that would replace Excel for scheduling our branch appointments. We wanted an easy-to-use calendaring package that was affordable, and that is exactly what we found with Better Branches *Appointment Calendar*.” The module, which was designed specifically for community financial institutions, provides authorized users with a single view of staff calendars for a specific branch and day. Another view provides a full week view of each staff member's calendar. According to Dorothy Lacy, Executive Vice President at Gulf Coast Community Federal Credit Union, “the branch appointment calendar will help us more fully utilize existing staff while improving member service levels. Since *Better Lobby/New Accounts* “talks to” the branch calendar, our employees will know exactly when their appointment has arrived which will speed up service to our members.”

Rick Poulton, President of Better Branches, states that “our *Appointment Calendar* Module provides an unparalleled level of effectiveness and simplicity in the scheduling, updating and fulfillment of appointments in credit union branches. The combination of *Branch Appointment Calendar* and *Better*

Lobby/New Accounts is a perfect fit for Gulf Coast Community Federal Credit Union because they place a high priority on the timely and orderly handling of branch appointments. They are a very professional and well-organized organized group.”

About Gulf Coast Community Federal Credit Union

Established in 1935 as the U.S. Veterans Facility Federal Credit Union with Federal Charter #242 (the second lowest charter number in the state of Mississippi), Gulf Coast Community Federal Credit Union has expanded over the years to include employees of various other employer groups in the Gulfport, MS region. In 1999, the Credit Union became the first in the nation to receive a dual-county community charter under the historic Membership Access Act of 1998, enabling anyone who lives, works, worships, or attends school in Harrison or Hancock County to become a member. The Credit Union’s tagline, "Stop dreaming. Start living," serves to remind both employees and members alike that the Credit Union is driven by the same dream today as in 1935 when a handful of VA employees first envisioned it.

About Better Branches Technology

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

For more information, contact Rick Poulton at 866-444-8344 ext 20 or by email

rick.poulton@betterbranches.com. You may also learn more about Better Branches LLC by visiting www.betterbranches.com.

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