



News Release/For Immediate Release

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San Mateo Credit Union Selects Better Branches Technology

Large Silicon Valley credit union implements Better Lobby/Teller and Staff Scheduler & Optimizer.

SAN FRANCISCO, CA – April 7, 2014 – Better Branches Technology, a provider of branch visitor queuing and workforce management software for financial institutions, announced that San Mateo Credit Union has adopted their industry leading *Better Lobby/Teller and Staff Scheduler & Optimizer modules*. These powerful Better Lobby modules will help the \$713M+ asset Silicon Valley-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. According to Peter Kneisler, Vice President of Information systems at the credit union, “as we looked for creative ways to improve our branch operations for our members in San Mateo County, the City of Palo Alto and parts of San Francisco, we realized that we needed better staff utilization metrics. After researching the various ways that we could accomplish this goal and efficiently evolve our branches to better meet the needs of our members, we concluded that Better Branches Technologies had the tools that fit us best.”

Rick Poulton, President of Better Branches, states that “San Mateo Credit Union has experience creating applications internally and had a very clear idea of what they wanted from our Solution. We consider it a “vote of confidence” they selected Better Lobby to help manage them with Teller Management.” The *Staff Scheduler & Optimizer* module will help SMCU’s managers to balance their full time and part tellers, as well as their employees who function as both tellers and member service reps, which will result in significant efficiencies for the credit union. Poulton adds that “our software dramatically improves management control of branch staffing and is a perfect fit for San Mateo Credit Union as they continue to fine-tune and improve their branch operations.”

About San Mateo Credit Union

Founded in 1952, San Mateo Credit Union has grown over the years to keep pace with the evolving financial needs of their member-owners. Since they first opened their doors, each year has marked a growth in assets and an expansion of their member-owner base — currently more than \$713 million and 75,000, respectively — which is a clear indication of their vibrant financial health and operational strength. The credit union practices a strong dedication to financial literacy by offering a wide variety of workshops and seminars to local schools and organizations on topics such as money management, budgeting, understanding credit, and safeguarding against identity theft. To find out more, visit: <https://www.smcu.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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rick.poulton@betterbranches.com. You may also learn more about Better Branches LLC by visiting www.betterbranches.com.

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