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Better Branches Technology Releases Mobile Appointment Booking Tool Module
for Better Lobby Solution
First Mobile Appointment Booking Tool for Credit Unions

SAN FRANCISCO, CA – *August 4, 2014* – Better Branches Technology, a provider of branch visitor queuing, appointment handling and workforce management software for credit unions, announced the release of their new Mobile Appointment Booking Tool Module that conveniently extends the company's Branch Appointment Calendar to the Mobile/Web channel so that members can book their own appointments on-line. This module is the first booking tool designed specifically for credit unions that allows easy access to branch staff for busy credit union members, while also making much better use of staff resources and helping to control labor costs.

Through an intuitive design, the member is guided to appointment topic (i.e. auto loan), branch of choice, date, time, and even staff member selection. Because the software was built with best-of-breed responsive design technology that ensures that page content automatically displays correctly, the credit union can support every smartphone and tablet on the market with a small number of web pages. The Booking Tool is theme-able and highly configurable by credit union back-office staff and is integrated with Better Lobby/Appointment Calendar which provides an enterprise-wide, branch specific appointment calendar for each employee.

Rick Poulton, President of Better Branches, states that "members of all ages have access to mobile devices and the Appointment Booking Tool allows them to quickly choose the visit topic, branch location

and specific staff member to help them with their need. We are convinced that the importance of providing easy access to one-on-one appointments with staff will only grow as members increase their use of mobile devices to manage their finances and organize their lives. The Appointment Booking Tool deserves to be a key component of every CU's Future Branch strategy." Real world experience shows that well managed appointments are more successful than walk-ins and they provide a structure that leads to better cross- and up-selling results. Poulton concludes that "we built our Appointment Booking Tool from the ground up to easily integrate into any CU's mobile strategy and corporate website, and this technology will be a key component for credit unions that want to remain competitive and increase their branch network's ROI."

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.

For more information, contact Rick Poulton at (866) 444-8344 ext 20 or email rick.poulton@betterbranches.com. You may also learn more about Better Branches Technology by visiting www.betterbranches.com.

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