



News Release/For Immediate Release

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Contact: Rick Poulton
(866) 444-8344 ext. 20
rick.poulton@betterbranches.com

First Community Credit Union Deploys Better Branches Technology Mobile Booking Tool

Booking Tool connects to Better Lobby Appointment Calendar and displays in Outlook

SAN FRANCISCO, CA – December 8, 2014 – Better Branches Technology, a provider of branch visitor queuing, appointment handling and workforce management software for credit unions, announced that First Community Credit Union, headquartered in Houston, Texas, is deploying Better Lobby Mobile Appointment Booking Tool. This Better Lobby module is the first appointment booking tool designed specifically for credit unions that allows easy access to branch staff for busy credit union members. It can be used on any current mobile device, tablet or computer. Appointments made using the Booking Tool are recorded in Better Lobby Appointment Calendar and are visible to all Better Lobby staff users. If needed, data can easily be configured to flow seamlessly into the user's Microsoft Outlook Calendar.

TJ Tijerina, COO of First Community Credit Union, states that "we have been using Better Lobby for years and we have a lot of trust in the application and the staff at Better Branches. We were delighted to work with them on the Booking Tool because making appointment booking easier for our members was a high priority for us." Rick Poulton, President of Better Branches, concurs: "we greatly value the impact that FCCU had on the product design and the enhancements they suggested after first use. Like FCCU, we think other Credit Unions will see that branch appointments represent a great opportunity to improve member service while lowering peak branch traffic and, hence, costs."



As experienced users of Better Lobby Appointment Calendar, FCCU will enjoy tight integration with their new Mobile Booking Tool. Tijerina notes that "member appointments in the Better Lobby Calendar automatically update into Outlook for those employees equipped with the application. All CU staff can see and change Member appointments which really lifts everyone's productivity and member service levels." Poulton adds "well managed appointments can be more successful than walk-ins, since appointments provide a structure that leads to better cross and up-selling. One way that the tool helps increase branch sales success is by reminding visitors to bring the information necessary to the meeting (i.e., proper ID), while ensuring that the staff is also well prepared." Reminders, which can be sent via text message or email, are delivered the day before the appointment.

About First Community Credit Union

First Community Credit Union in Houston was chartered in 1954 to serve the employees of the Spring Branch Independent School District. 1988 marked the expansion to the Greater Houston Area as the credit union was granted a community charter. Over the last 60 years, First Community Credit Union has grown to become one of

the largest credit unions in Houston. The full-service credit union with over \$1 Billion in assets serves the daily financial needs of over 103,000 members at their 18 locations.

To find out more, visit: <https://www.fccu.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, Branch Appointment Calendar, Mobile Appointment Booking Tool, Staff Scheduler & Optimizer, Mobile Wait-time Indicator, and the recently announced Branch Video Meeting Queues. 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 rpoulton@betterbranches.com. You may also learn more about Better Branches Technology by visiting www.betterbranches.com.

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