



News Release/For Immediate Release

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Tucson Federal Credit Union Deploys Better Lobby from Better Branches
Better Lobby helps drive relationship banking to new levels at Arizona credit union

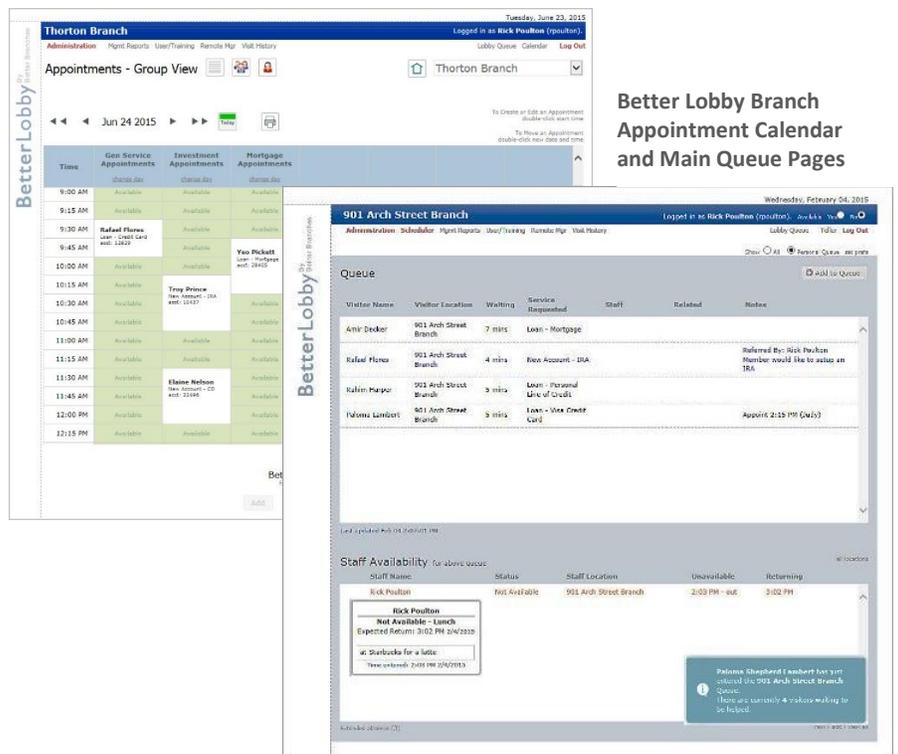
SAN FRANCISCO, CA – July 20, 2015 – Better Branches Technology, a provider of branch visitor queuing, appointment handling and workforce management software for credit unions, announced that Tucson Federal Credit Union (TFCU) has deployed Better Lobby. In operation at credit unions across the country, Better Lobby is the credit union movement’s top lobby and branch visitor management solution. Better Lobby helps credit unions manage their workforce to improve sales results, service levels, and branch ROI.

Krystal Adams, TFCU’s Assistant Vice President of Member Experience, explains that “it was a top priority for us to find ways to improve the branch experience so that we can provide an exceptional interaction to each and every member on every visit.” Rick Poulton, President of Better Branches, states that “Krystal and her team have a compelling vision of the member experience which meshes well with our vision and mission. They were very enthusiastic, well organized and completely professional.”

Tucson Federal Credit Union chose to implement Better Lobby at two of their seven branches as a pilot, with other branches to follow shortly. Both visitors and staff members have found the system very intuitive; in fact Adams notes that “our staff was trained in under a half hour to use the system.” Adams reports that “Better Lobby has improved both the speed and quality of our branch service. The MSR’s are now completely prepared to meet and greet the member.” Poulton adds that “we are very happy about the success that TFCU has seen with our software. We have implemented many of their ideas and suggestions for the product, and view them as a true collaborative partner.”

About Tucson Federal Credit Union

In 1937 a group of teachers with a vision came together in Tucson, Arizona to form a financial cooperative that



Better Lobby Branch Appointment Calendar and Main Queue Pages

could better serve the financial needs of Tucson's school employees and their families. Today, TFCU has grown to more than 49,000 members and \$353 million in assets. Their growth and success comes from the support of their members who use their services, a dedicated group of volunteers who are elected by their members to represent them, and a great staff who are committed to exceeding their members' expectations.

To find out more, visit: <https://www.tucsonfcu.com>

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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