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Teachers Credit Union Selects Better Branches' Indirect Lending Solution

SAN FRANCISCO, California - Teachers Credit Union in South Bend, Indiana has selected Better Branches' Indirect Lending Solution to boost account sales to new members obtained through Credit Union Direct Lending (CUDL). Using a blend of technology from Better Branches and sales expertise from SegmentOne-a sales consulting firm-the Indirect Lending Solution will allow Teachers Credit Union to cross-sell CUDL members into multiple-account relationships, increasing profitability per account and improving the likelihood that these members will retain active accounts long after their auto loans are paid off.

"Working with Better Branches has been a very positive experience," says Debbie Goffeney, Senior Sales Manager for Teachers Credit Union. "The staff has been extremely responsive to questions and needs." Ms. Goffeney believes the solution will help the credit union become more proactive and efficient at serving member needs.

Rick Poulton, President of Better Branches, says "credit union members respond well to the unique, personalized offers members they receive as a result of the Indirect Lending Solution." Members are contacted almost immediately after an indirect auto loan purchase by a well-trained staff person who presents the member with money-saving options. "We use technology to look at each member's financial picture and determine ways they can save money by obtaining new products and services from the credit union," says Poulton. "Using our technology, staff can access member data on the spot and offer pre-approved financial solutions that are cross-sold only when appropriate and in the member's best interest." With the Better Branches Indirect Lending Solution, all pre-approved offers are based on the credit union's policies, products, and decisioning systems.

For more information, contact Rick Poulton, President of Better Branches, at (925) 261-1266 direct, or (866) 444-8344 toll free, or email rick.poulton@betterbranches.com. You can learn more about Better Branches on the web at www.betterbranches.com.

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