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Teachers Credit Union Praises New Lobby Management Approach

SAN FRANCISCO, California - Teachers Credit Union in South Bend, Indiana recently recycled its last lobby sign-in sheet after installing Better Lobby - an affordable, easy-to-use lobby management tool that gives the credit union the insight needed to actively monitor, measure, and manage non-teller branch activity.

Tammy Hammer, a Service Center Manager for Teachers Credit Union in South Bend, Indiana, sums up her experience with Better Lobby in three words, "We love it!" Tammy says, "Better Lobby is very simple and easy to use. It's so nice, we can't really say enough about how pleased we are. It only took about three days to make the transition, and now we are no longer using the sign-in sheet."

Designed by the Better Branches CUSO, Better Lobby records arrival time, wait time, visit purpose and consultation time for every branch visitor to the service platform. Its rich reporting functionality encourages higher levels of staff accountability, thus improving service quality and sales outcomes.

Better Lobby integrates with other applications to check identity and record the outcome of the member consultation. At any time and from any office in the credit union, Better Lobby allows staff and management to "view" lobby activity, wait time, and staff productivity in any or all branches. It provides current and past report-based insight into branch traffic, employee performance, purpose of visit, and staff utilization.

"Credit Unions are finding that their lobbies can be an untapped source for improving service and increasing sales," says Rick Poulton, President of Better Branches. "A credit union's lobby is a reflection of the organization behind the queue lines, and its efficiency impacts the member's impression from the moment he or she walks through the front door. The challenge is to consistently make the member's experience a positive one, and to create an environment that balances service, friendliness, and efficiency."

Better Lobby can be quickly installed in a credit union's data center or utilized as an ASP-hosted service. Kiosk screens are available for unmanned reception or as an overflow option when reception is busy.

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.