



News Release/For Immediate Release

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**Ideal Credit Union Implements Better Lobby from Better Branches Technology**  
*Progressive Minnesota credit union experiences success with four Better Lobby modules*

**SAN FRANCISCO, CA** – December 21, 2015 – Better Branches Technology, a provider of branch visitor queuing, appointment handling and workforce management software for credit unions, announced that Ideal Credit Union has deployed Better Lobby. The \$605M asset credit union is using the Sales & Service Queue, Self Check-in KIOSK, Branch Appointments Calendar, and Mobile Appointment Booking Tool modules with great success. In operation at credit unions across the country, Better Lobby is the credit union movement’s top lobby management system. Better Lobby, a state-of-the-art branch visitor queuing and appointment handling system, helps credit unions manage their workforce to improve sales results, service levels, and branch ROI.

Alisha Johnson, Senior Vice President of Marketing, Sales and Service at Ideal Credit Union, states that “Better Lobby has been very well received by both our members and staff because it is so easy to use – all demographics find it very intuitive.” She adds that “the system is a tremendous help in staffing and modeling branch employee appointment schedules. It also provides great metrics, in-depth reporting, and valuable analytics right out of the box.”

With their five branches up and running smoothly and enjoying significant productivity gains, the next phase of their project entails extending appointment booking capabilities directly to Ideal’s members on their website and via mobile devices. Rick Poulton, President of Better Branches, says that “we are thrilled by the successes that Ideal Credit Union has found by implementing Better Lobby. They are a great partner and we have really enjoyed working with Alisha and her team and we look forward to a long term relationship with them.”

***About Ideal Credit Union***

Formed in 1926 as a small postal credit union, Ideal now serves residents in six central Minnesota counties. The \$605M asset credit union maintains a stalwart commitment to providing personalized service above and beyond their members’ expectations. Ideal Credit Union boasts a diverse membership of more than 48,000 and 5 convenient locations in Eagan, Hugo, North St. Paul, West St. Paul and Woodbury.

To find out more, visit: <https://www.idealcu.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](mailto:rpoulton@betterbranches.com). You may also learn more about Better Branches Technology by visiting [www.betterbranches.com](http://www.betterbranches.com).

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