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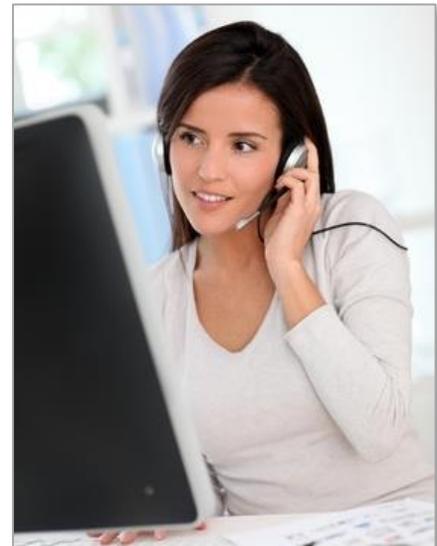
November 10, 2014

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**Better Branches Technology and LAFCU Collaborate on Video Meeting Queuing Software**  
*Cisco Video Technology enabled at LAFCU Branches using Better Lobby Video Meeting module*

**SAN FRANCISCO, CA** – November 10, 2014 – Better Branches Technology, a provider of branch visitor queuing, self check-in kiosk, mobile appointment booking tool, and branch appointment calendar software for credit unions, announced the development of a new module for their Better Lobby Solution designed to assist in the queuing and servicing visitors for branch video meetings. The new module was designed in collaboration with LAFCU in Lansing, Michigan and will be installed in their branches in the first quarter of 2015.

Better Lobby/Video Meeting Module will enable branches that are equipped with Better Lobby/New Accounts and video meeting equipment to provide service to members by expert staff (i.e., Mortgage, Investment, Consumer lending) from any other location equipped with video technology. The implications for service enhancement, staff utilization improvement and branch cost reduction are significant. Video Meeting Queue Module is also compatible with other Better Lobby modules including the Mobile Appointment Booking Tool and the Branch Appointment Calendar (staff facing).



The new module is made possible by a collaboration between LAFCU and Better Branches Technology. LAFCU will be the first to deploy the new module in early 2015 and has significantly influenced the final design. The first deployment will use Cisco Video Meeting technology, but the Better Lobby/Video Meeting module is designed to work with most other video technologies currently available for commercial use.

Rick Poulton, President of Better Branches Technology, states “we started designing the Video Meeting Module over a year ago, but needed a client who was poised to move forward and could provide important input on the final design. We were really pleased when LAFCU, an existing Better Lobby user, contacted us with the opportunity to collaborate.”

Brian Wixson, CIO of LAFCU, says “Following many months of investigation into video branch meeting technology we realized that there was no practical meeting management software available that was suitable for branch use. It was at this point that we contacted Better Branches Technology and suggested that we work together to solve the problem. We were delighted to learn that they were already considering this area for future development and were ready to move ahead!”

Mr. Poulton describes the impact of the LAFCU input: “LAFCU and Brian Wixson had thought deeply about the way that the Video Meeting Queues needed to work, where their staff would be located and the practicality of using video meetings in branch service. Based on their input we significantly changed our design, making it MUCH better as a result.”

Regarding the importance of video branch meetings, Brian Wixson says “Video Branch Meetings represent too big an efficiency improvement opportunity for us to ignore – it is a strategic opportunity for LAFCU to improve service and lower cost.”

### ***About LAFCU***

Chartered in 1936, LAFCU is proud to be mid-Michigan’s credit union, serving the counties of Barry, Calhoun, Clinton, Eaton, Gratiot, Ingham, Ionia, Jackson, Livingston, Montcalm and Shiawassee. A recipient of the Dora Maxwell Social Responsibility Award, LAFCU takes pride in bringing value to the financial lives of its members, neighbors, families and community. Offering a comprehensive range of personal and business financial products, LAFCU provides services that include checking and savings accounts, auto and mortgage lending, business accounts and business lending. LAFCU serves 55,000 members, holds more than \$580 million in assets, and maintains eight locations throughout Greater Lansing and Shiawassee County. Anyone who lives, works, worships or attends school in its designated counties is eligible to join. Members enjoy benefits, such as lower interest rates on loans, higher yields on savings, insurance discounts, preferred seating for LAFCU-sponsored events, and access to 28,000 surcharge-free ATMs through the CO-OP ATM network. LAFCU supports and enriches mid-Michigan by donating funds and employee volunteer hours to many organizations and causes. To learn more about LAFCU please call 517.622.6600 or find us online:

Website: [www.lafcu.com](http://www.lafcu.com)

Facebook: [www.facebook.com/LAFCU](http://www.facebook.com/LAFCU)

Twitter: [@LAFCULansing](https://twitter.com/LAFCULansing)

***About Better Branches Technology***

Since its founding in 2003, Better Branches' software solutions have expanded to include: Better Lobby/New Accounts, Branch Appointment Calendar (staff facing), Mobile Appointment Booking Tool (member facing), Better Lobby/Teller, 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.

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