



Community First Credit Union Opens Riverside Branch

Credit union's full-service branch in Five Points Village Opens January 4, 2016

JACKSONVILLE, FLORIDA, UNITED STATES, January 6, 2016 /EINPresswire.com/ -- [Community First Credit Union](#), a [full-service credit union](#) based in Jacksonville with membership open to anyone who lives on the First Coast, opened its Riverside branch in the recently rebuilt Five Points Village on Monday, January 4. Located at the corner of Margaret and Post Streets the center is the credit union's 18th branch and its first in the growing Riverside neighborhood.

The Riverside branch of Community First is a new design for the organization's facilities and showcases the best of its branch transformation program focused on updating and enhancing the member experience at its financial centers. DBSI, a nationwide leader in banking and credit union branch transformations designed the new location and will oversee construction. The credit union's Design Team and operations executives worked for nearly a year to design and revolutionize member experience at its branches.

"We are proud to serve the Riverside community with this new location," said John Hirabayashi, CEO and president of Community First. "We think the retail experience inside the branch will provide the best service through improved human interactions and the use of cutting-edge technology. Members will notice a difference from the second they step foot in the branch."

The Riverside branch is the organization's first location with the new color scheme, interior layout and technology improvements. The interior design features modern bright colors, furniture and finishes along with a mix of carpet and solid flooring and surfaces, most of which are sustainable or recycled. The interior also features a relaxation zone, interactive tablets, transaction counters without barriers, community stories and advisory stations. The branch experience includes full- and self-service and assisted service options through a discovery bar, solutions station, teller towers, and interactive kiosks. Financial specialists and member service associates are easily accessed with specialized experts instantly available by videoconferencing. Additionally, the interior will feature a mural depicting the local history of the Riverside and Avondale neighborhoods.

The Riverside branch also features the organization's first "community room," an area for small businesses, organizations, nonprofits, clubs and other groups to hold meetings, give presentations, use as a co-work space or facilitate workshops. The room will be open for use by all members. It will feature presentation equipment, table and chairs and privacy from the financial services areas. Community Rooms will become a standard feature in all compatible branches of Community First.

The Riverside branch is 3,000 sq. feet. The credit union has four full-time team members at the location. In addition to the opening of the Riverside branch, Community First Credit Union will continue the transformation of its branches across the network, including the retrofit and renovation of the Arlington branch on Merrill Road set to commence in early 2016.

Community First Credit Union of Florida is a state-chartered credit union based in Jacksonville serving anyone who lives or works on the First Coast. Community First is one of the 10 largest credit

unions in the state, serving more than 112,000 members and with assets of \$1.3 billion. [Community First has 18 locations](#) and 300 employees. A not-for-profit, Community First is a full-service financial institution offering banking, loans, mortgages and investments for consumers and businesses throughout the First Coast.

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