

Northern Credit Union Successfully Implements Better Branches Technology to Manage Branch Video Meetings with Members.

Credit Union pairs Better Lobby Video Meetings Queues with their state-of-the-art video conferencing system.

SAN FRANCISCO, CA, USA, August 31, 2016 /EINPresswire.com/ -- Better Branches Technology, a provider of branch visitor queuing, appointment handling and workforce management software for credit unions, announced that Watertown, NY-based Northern Credit



Union has implemented three Better Branches' Better Lobby modules: Video Meetings Queues, Branch Appointment Calendar, and Main Service Queue. The software has helped optimize staffing at the credit union's branch network, and now coordinates both staff - mortgage lenders, investment/financial planning experts, and consumer lending specialists - and video conferencing meeting rooms with their robust video conferencing system known as Smart Office.

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Better Lobby Video Meeting Queue Module extends the Main Service Queue beyond the branch so that the queue can be seen and served by expert staff located elsewhere.

*Rick Poulton, President,
Better Branches Technology*

Denise Lariviere, Vice President of Member Solutions at Northern Credit Union, states “the rollout of all of the modules was smooth and successful.” She adds “our employees are thrilled with the new system and our senior leadership team has been quite pleased with how Better Branches has enhanced our member experience.” The credit union now has a very granular view of who is waiting in which branch; which rooms are in use; and who is serving whom, thereby minimizing member wait times and taking member service levels to new heights.

Rick Poulton, President of Better Branches Technology, points out that “Northern is a credit union leader in the use of video meeting technology in branches. They are able to provide expert service to any member, at any branch location! The positive impact on member service, market competitiveness, and staff productivity is enormous”. Poulton also notes that “just like Better Lobby helps manage the service of branch walk-ins and appointment, the Video Meeting Queue Module extends Better Lobby beyond the branch so that the queue can be seen and served by expert staff located elsewhere. It is an essential element to successfully operationalizing member video meetings in a branch network.”

About Northern Credit Union

Northern Credit Union, headquartered in Watertown, NY, serves more than 30,000 members through multiple branch locations across the North Country and a comprehensive online and mobile banking program. Presently, the credit union serves more than 185 businesses, organizations, medical facilities, school districts and municipalities all over the North Country.

About Better Branches Technology

Since its founding in 2003 Better Branches' software solutions have expanded to include modules such as: Better Lobby/Main Service Queue, Self Check-in Kiosk, Branch Appointment Calendar, Mobile Appointment Booking Tool (Digital Appointment Scheduler), Branch Wall Display, and Branch Video Meeting Queues. These solutions are flexible enough to support financial institutions with 10,000 to 600,000 clients.

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