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Self-Service Networks' iBank Kiosk Delivers Convenience and Functionality to Progressive New England Credit Union

"We would highly recommend Self-Service Networks to other credit unions - their kiosks provide another self-service option for their members and they are a great company to work with."

Kebby Lee, Marketing Officer at GFA FCU

When GFA Federal Credit Union was looking to expand their branch network in central Massachusetts, the forward thinking credit union had no desire to build your typical run-of-the-mill branch. For their new Rutland, MA-based location, they wanted to do something different and high tech that would appeal to many of their busy and affluent members that lived in this area. When GFA asked their design/build firm NES Group of Taunton, MA, who has been designing state-of-the-art branches that are member friendly for decades, about self-service options for their members, they were quick to point out one of the top full-service interactive kiosk solutions providers in the world: Self-Service Networks.

After careful consideration, GFA agreed that a full featured kiosk with 7/24 access would blend in well with their new high tech branch. They chose Self-Service Networks' iBank for its beautifully sleek design, and its powerful features and functionality. Kebby Lee, Marketing Officer at GFA Federal Credit Union, was involved in the design process from the very beginning and explains that "the team at Self-Service Networks was really easy to work with and very helpful." Designing the look and feel and the layout of the screens on the kiosk took a couple of months of back and forth work, but Kebby was pleased to find that "they are really good listeners, so what we asked for is what we got back." She also appreciated their suggestions and input on design ideas, all of which are based on working with dozens of financial institutions across America.

Once the design work was completed, Self-Service Networks configured and tested GFA's kiosk in their Portsmouth, Rhode Island headquarters and manufacturing facility. Because of their nearly a decade of experience designing and building kiosks, Self-Service Networks has kiosk deployments down to a science. Kebby recalls that "when the kiosk arrived it really was a 'plug and play' experience for us. We just provided a power source and a network cable and we

Credit Union:

GFA Federal Credit Union

Solution:

iBank kiosk



Benefits:

- ❖ Beautifully sleek and sturdy design and construction
- ❖ Talented and experienced software and Web design team
- ❖ True plug and play installation and configuration
- ❖ 7x24 convenience for GFAFCU's busy members



were up and running.” GFA’s busy IT (information technology) department especially appreciated Self-Service Networks well tested and smooth running iBank machine since they have their hands full supporting dozens of employees spread across five branches. According to Kebby, the whole implementation process was “very efficient and the Self-Service Networks team was great to work with.”

Once in place, every FSA (Financial Services Associate) at the credit union received about a half hour of training so that they could knowledgeably assist members in need. Kebby explains that “our FSAs really liked the kiosk and thought that it was a neat addition to the branch.” She adds that “our staff has been really good about helping our members become familiar with the kiosk and all of the things that it can do.” While fairly simple and intuitive to operate, the iBank is by no means limited in its functionality. In fact, it can be used to: order checks; check rates; fill out loan applications; review an Auto Advisor service; and login into GFA’s online banking website to check balances, perform transactions and pay bills. This last feature is especially important on two fronts: 1) some people may not have access to a computer, and 2) the iBank can be used as an online banking training tool for new members or existing members that are new to online banking.

While many of GFA’s 20,000+ time-challenged members find the iBank convenient and easy to use, GFA’s CFO and senior management team like the extremely low cost per transaction and labor savings that the iBank delivers. In fact, they were so pleased with the first iBank that they ordered six more kiosks – one for each of their four other branches and two for remote Automated Teller Machine locations. As for technical support, Kebby reports that “we haven’t had any mechanical breakdowns at all and for other minor issues we have received a fantastic turnaround time from their support people.”

Even with seven iBanks rolled out and operating smoothly, GFA Federal Credit Union is not content to rest on their laurels. They are currently working on an “instant decisioning” solution for their kiosks that will let their members know within thirty seconds the status of their loan application. Overall, GFA is quite pleased with their progress to date and according to Kebby: “we would highly recommend Self-Service Networks to other credit unions – their kiosks provide another self-service option for their members and they are a great company to work with.”

Contact Information



Self-Service Networks
207 High Point Ave
Portsmouth, RI 02871
Phone: 888.666.8346
Fax: 401.682.1108
Online: www.self-servicenetworks.com