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## Shell Federal Credit Union Delivers 5.5 Star Service with the Assistance of Better Lobby

*“Everything from start to finish was very well organized and ran perfectly on time according to a detailed project plan – it was the easiest deployment in my career at the credit union. I can’t say enough about how happy we are to work with Better Branches and we look forward to a long term relationship with them.”*

**Willie Lewis**, Vice President of Projects at Shell FCU

### Credit Union:

Shell Federal Credit Union

### Solution:

Better Lobby



### Benefits:

- ❖ CU enjoys working with a vendor that is 100% CU-focused
- ❖ Intuitive application makes staff training fast & easy
- ❖ Members are able to see their place in queue via Wall Displays

The ground work for chartering Shell Federal Credit Union occurred in 1937 with a fee of \$0.25 set for each person present who wished to become a member. From these handful of charter members, the Deer Park, TX-based credit union has grown to nearly 100,000 members and over \$1 billion in assets. Shell Federal Credit Union has also made the Houston Chronicle’s list of Top Workplaces in Houston for eight consecutive years, and in 2018 the credit union grasped top honors to be the number one top workplace among mid-sized organizations. Their dedicated and motivated staff works under the premise of striving to deliver “5.5 Star Service” to every member in every interaction. To assist them in this quest to deliver the highest possible levels of member service, Shell FCU has partnered with Better Branches Technology to implement a robust and convenient visitor management system that includes self check-in Kiosks and Wall Displays in their 10 branches, as well as Member Appointments which can be booked both online or on any mobile device.

Willie Lewis, Shell FCU’s Vice President of Projects, states that “it was a fairly easy decision to choose Better Branches because they were the only vendor that is focused on working solely with credit unions. Their demos were clear, concise and directed to our specific needs of replacing our dated legacy visitor management system so we felt very confident choosing them.” The Better Lobby credit union-specific platform went live in all 10 of Shell FCU’s branches at the end of 2018 and includes Wall Displays that show members their place in line on one half of the large displays and shows children’s movies on the other half to help entertain visitors as they wait. A reception or teller can check visitors into Better Lobby quickly and efficiently, and the branches will soon feature large iPad Kiosks for those visitors who prefer a self check-in experience.

As for the transition from their previous legacy lobby tracking system to Better Lobby, Lewis notes that “the implementation was completely smooth and our staff adopted the new software immediately.” Better Branches Technology offers “train the trainer” sessions, Training Videos, and detailed User Manuals, but the browser-



based application is so intuitive that Lewis comments that “the system is so easy to use that we trained some of our staff in about 30 minutes and they were up and running immediately with no issues.”

With over 15 years of experience at the credit union working on a wide range of technology project roll outs, Lewis is extremely well qualified to comment on vendor implementations. He says that “everything from start to finish was very well organized and ran perfectly on time according to a detailed project plan – it was the easiest deployment in my career at the credit union.” He concludes that “I can’t say enough about how happy we are to work with Better Branches and we look forward to a long term relationship with them.”

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