

Coastal Federal Credit Union Debuts New Teller System at Wakefield Branch

By Joe Mecca 11 hours, 19 minutes ago

Focusing on the future of retail financial services, Coastal Federal Credit Union has introduced the Triangle to the next major advancement in the way it serves members. On May 7, Coastal hosted an open house event to showcase its recently upgraded Wakefield branch, featuring the new *Express Teller* system.

The new technologically-enhanced interface, which Coastal helped develop along with uGenius Technology, allows tellers to provide traditional services to multiple branches from a single remote location. The Express Teller system has already enabled Coastal to provide improved service and extended hours of operation and will allow the credit union to achieve future growth in a very efficient manner.

One immediate benefit to members is that Coastal is now open for teller transactions from 7 a.m. to 7 p.m., Monday through Friday at three of its four Express Teller branches. Coastal has already seen a strong increase people using the Wakefield branch, particularly in the evenings.

In addition to the Wakefield branch, the credit union has rolled out the unique Express Teller system at its St. Albans Drive branch in Raleigh and locations in Garner and Cary.

"The magic of the Express Teller system is that the associate doesn't need to be in the same building," said Coastal's President and CEO, Larry Wilson. "Through new technology, one teller can help members in multiple locations, and we can instantly allocate teller resources to match branch traffic. That means the system will allow us to serve members faster, handling peaks in branch activity more effectively. It will also make it easier for us to extend our hours of operation and lower the cost of adding new branches."

Area residents might already be familiar with the previous generation of remote teller systems that Coastal incorporated in the Wakefield branch in 2003. That system required both the teller and member to be in the same building. In 2005, Coastal began working to help develop the next-generation interface at its St. Albans Drive branch, and after rigorous testing and refining, Coastal is now making this innovative solution available at its other locations. The credit union plans to convert six other branches to the new technology by the end of 2009.

Tellers supporting the new system work out of the new Express Teller Center at Coastal's St. Albans Drive headquarters. The credit union says they will be more highly trained and empowered than traditional tellers, with the goal of making the Express Teller a better experience than conventional over-the-counter service. That also allows in-branch staff to have a greater focus on more complex member needs such as opening new accounts and making loans.

Staying true to its reputation for being an early adopter of industry innovations, Coastal is the only financial institution in North Carolina and one of five in the U.S. that is using Express Teller technology.

"We expect the new system to be the next advancement in the great service we offer now, as we're committed to ensuring that our Express Teller representatives are our very best-trained and most empowered associates," said T.J. Wyman, Vice President of Retail Strategy. "Of course, members will still be able to get the same types of service to which they've grown accustomed. The Express Teller allows them to make cash or check deposits, withdraw cash and coins, and speak directly to one of our highly-trained associates for personal service with their accounts."