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LincOne Federal Credit Union Offers Convenience

Members Gain Access to over 4,000 Locations Nationwide through CU Service Network

LAKESWOOD, CO (*July 1, 2010*)—LincOne Federal Credit Union in Lincoln, Nebraska has joined other Nebraska credit unions to provide their members added convenience. By joining CU Service Network (CUSN), LincOne FCU has extended convenience beyond their individual credit union locations. LincOne FCU members now have the ability to conduct financial transactions at over 4,000 nationwide locations.

Shared branching essentially “opens the doors” of other credit unions to all members of credit unions who are part of the shared branching network. Through shared branching, members can conduct the services they most frequently use, including deposits, withdrawals, funds transfers, loan payments, and balance inquiries. New credit unions and locations are added monthly, which translates into even more convenience for members.

Account access at numerous locations is essential for today’s mobile lifestyles and one of the primary reasons LincOne FCU joined shared branching. Jerry Barnett, President, LincOne FCU, states “We [LincOne FCU] wanted to offer greater convenience to our members who find it difficult to come to either of our service locations. The item most commonly recognized as the reason people elect to do business with banks rather than credit unions is that banks have many more branches making them more convenient. Most people will perform their transactions when they’re traveling to work, shopping, or home and shared branching service centers increase their chances of being in close proximity to one of the service locations.”

“Recently, we [LincOne FCU] had a member who was vacationing in Florida and lost the only source of payment in their possession, their debit card. Of course we took the proper steps to protect their account and rush them a new card, but then our employee went to the CUSN shared branching locator and guided them to a local shared branching service center where they could perform a withdrawal so they could continue their vacation until their new card arrived. This opportunity would not have existed without the shared branching network,” said Barnett.

For credit unions thinking of joining CUSN, Barnett shares some words of advice. “Every credit union must make its own business decision, weighing the costs versus the benefits for their own members. Remember to take into account the additional business you may be able to attract, not only from new members, but from inactive members, because of the additional service center locations. If your main concern is placing the burden of change upon your employees—relax. The CUSN training and implementation assistance was superb. We were guided through the planning phase into the training phase and right on through to implementation. Our staff was amazed at the lack of problems normally encountered when implementing a service change and now wonders why they were ever concerned,” stated Barnett.

For more information, please visit the CUSN Web site at www.cusn.com, or www.cuservicenetwork.com to view detailed information on shared branching, including locations.

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About CU Service Network

CU Service Network, LLC was founded in 1992, to help participating credit unions reach more members in areas outside of their office radius, offering products and services that connect members to their credit unions. Credit Unions own the network, and it has a volunteer board to govern the direction of the organization. Media representatives, contact our Marketing Consultant, Meghan Stewart, at 720-945-7244 or mstewart@cusn.com for additional information.

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