



Navigating life. **Together.**

MAPS CREDIT UNION SALEM, OREGON

Self-service coin machines
cut wait times, boost efficiency
and make banking more fun

Installing self-service coin machines reduced wait time for members and streamlined teller transactions.

Since it was founded with 17 members as Salem Public School Teachers Credit Union in 1935, Maps Credit Union has been involved in educating the community and local youth. Today, Maps serves more than 51,000 members via eight full-service branches and several branches in area schools. The credit union manages more than \$550 million in assets and continues to expand, with plans to open a new branch within the next year.



In keeping with its mission “Every Member Benefits,” Maps offers affordable and competitive loan and savings rates. It also regularly asks members for feedback so it can improve members’ experiences.

When Maps heard from its members that wait times at their branches were becoming long, the credit union’s leaders looked for ways to streamline teller transactions. Given that processing coins could easily add two minutes or more to a transaction, installing self-service coin machines

seemed an easy upgrade that could help reduce wait time for members.

The #1 goal: reduce wait time in local branches

“Our biggest goal with the self-service coin machines was to reduce the wait time in our branches and add convenience for our members,” says Traci Kendall, vice president of branch operations at Maps Credit Union.

“While our members appreciate the convenience of the online and automated banking services we offer, many still like doing business with us face-to-face. That means we still are very busy at our branches,” she says. “We find that those members who come into the branch today have more complicated transactions. So it’s taking a little longer to service them. When our tellers had to run back to the vault to run coins, it made the wait that much longer.”

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Traci Kendall, Vice President, Branch Operations

The importance of reliability

Maps previously operated a self-service coin machine at one of its branches, but that machine was nearing the end of its life when the credit union decided to test a Cummins Allison Money Machine™ 2 self-service coin counter.

“The Cummins Allison self-service coin machine is a very reliable piece of equipment – and also quieter in our lobbies,” Kendall says. “If we have to call for service – which is rare – Cummins Allison is very responsive. We’ve never had any problems getting prompt service on the machine.”

“Plus our rep has been fantastic,” she adds. “I can email him and ask him any question, and he gets right back to me.”

After installing more coin machines and making other process and technology improvements in three of its branches, Maps has reduced wait times – and improved member satisfaction.

“We’ve definitely seen an improvement in how our members view their wait time in the branch,” Kendall says. “Those surveyed are giving us better scores when we ask about their wait time – particularly in the branches that have self-service coin machines.”



A big efficiency booster

Maps chose to purchase a bin collection system to eliminate any burden on the staff.

Instead of spending their time running coins and changing bags, employees simply process the receipts that members bring them after running their own coins through the self-service machines. The credit union's armored service carrier picks up the bins when they fill up.

"It really has significantly reduced how much time our branch staff has to spend on maintaining and managing our coin processing," Kendall says.

hitting the jackpot on the slot machine. It makes banking fun."

Strong community presence

Maps Credit Union is not only committed to making its members' lives easier, it is also committed to partnering with the local community to support education. The branches that Maps Credit Union operates in local schools – which are open during lunch and run by students – are just a small part of the organization's involvement in local education.

Maps has worked with the school district to create curriculum focused on banking and finance. In fact, several employees started their careers at the credit union as a result of this program.

"We love giving back to the educational community. It makes sense given that we started as a credit union for teachers," Kendall says. "It keeps us tied to our roots."

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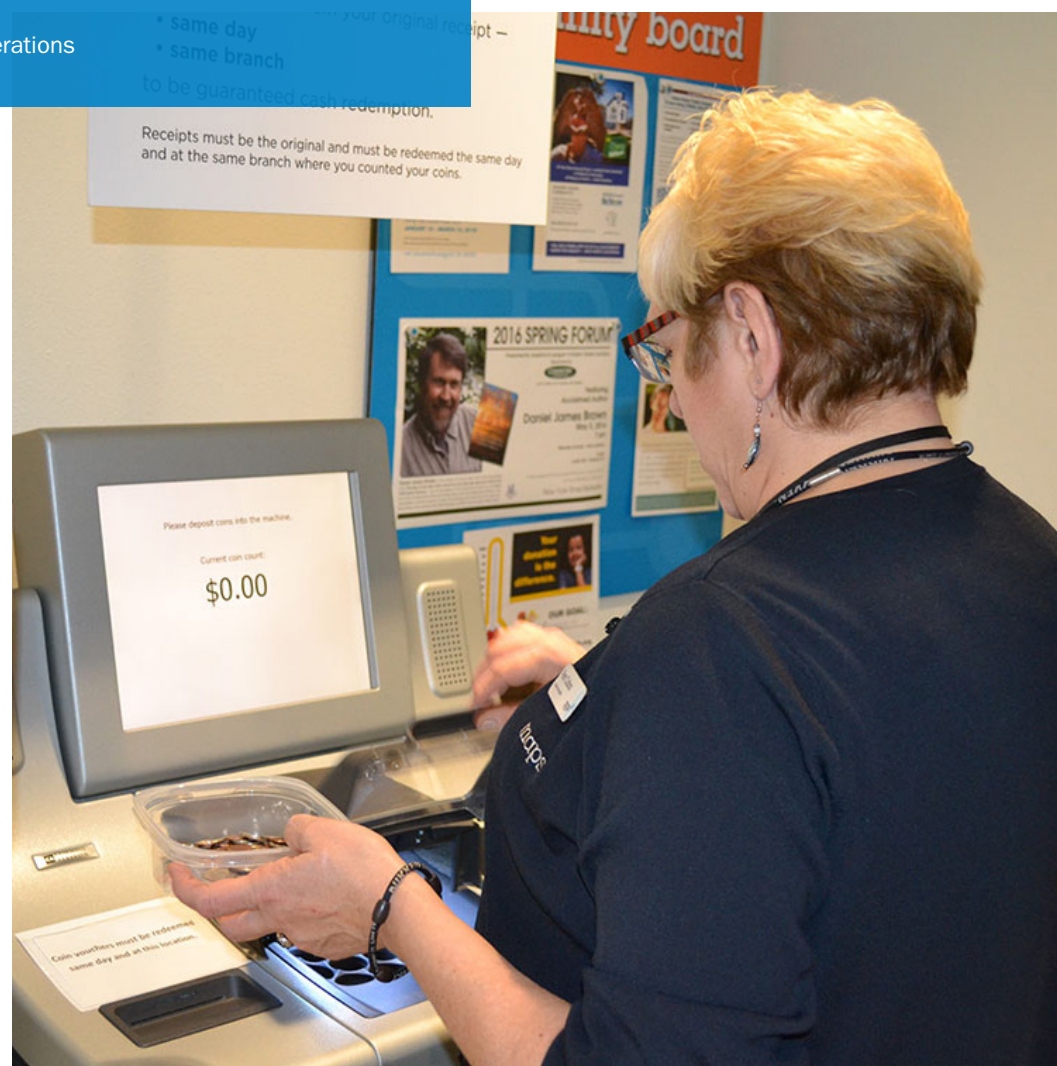
Making fundraising – and banking – more fun

The self-service coin counters also play a key role in helping support local events, such as the penny fundraiser a school holds for a nearby children's hospital.

"After the penny drive, the school would actually bring the pennies to our branch in five-gallon buckets," Kendall says. "They would drop them off and then come back to find out the totals and do the accounting piece. It could take us all day to get through counting all those coins."

Today, the school can run the coins themselves and immediately see how much they've collected. Kendall says all members like the instant gratification that the self-service coin machines provide.

"Our members – and their children – really like the self-service machines because they get to see the coins counted in real-time," Kendall says. "It's almost as exciting as



Local branches in transformation

Maps Credit Union is currently modernizing and standardizing their branches so that members have the same experience across all branches. In addition to creating a technology bar where members can access Wi-Fi and learn about services such as online banking apps and mobile deposit, the credit union plans to have a self-service coin machine at every full-service branch.

A valued partnership

“We really feel like Cummins Allison treats us like a true partner – one that is looking out for the best interest of our organization,” Kendall says. “Their products and services benefit our members at a reasonable cost.”



Cummins Allison delivers the fastest, most accurate and most reliable coin counters in the industry. Learn how your credit union can benefit at cumminsallison.com/moneymachine



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Generations of Vision and Excellence

Cummins Allison sets the standard for accuracy and dependability.

Cummins Allison is a global leader in developing solutions that quickly and efficiently count, sort and authenticate currency, checks and coin. We also offer a complete line of full-function automated teller machines (ATMs). Our leadership in technology and product innovation spans more than 125 years. Cummins Allison serves the majority of financial institutions worldwide, as well as leading organizations in retail, gaming, law enforcement and government. Ninety-seven percent of our customers would recommend our products and services.

The company holds more than 350 patents and invests double the industry average in R&D. Our world-class sales and service network includes hundreds of local representatives in more than 50 offices in North America, wholly-owned subsidiaries in Canada, the United Kingdom, Germany, France, Ireland and Australia and is represented in more than 70 countries around the world.

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