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Denali Alaskan FCU Renews BranchMap Contract for Member Convenience

Alexandria, VA – May 26, 2009 – Denali Alaskan Federal Credit Union (\$406 million; 56,418 members; Anchorage, AK) has nearly doubled its branch growth (from nine to 16) in the last three years, while simultaneously expanding its ATM network. To keep its members informed of these added locations, Denali Alaskan has renewed its contract for Code Green’s online BranchMap™ ATM/Branch locator tool. BranchMap has been a convenient means to show members all ATM locations and important information about each branch (operational hours, directions to the location, etc.) all in one spot – Denali Alaskan’s website. The credit union started using BranchMap in spring of 2008.

According to the credit union’s Marketing AVP, Keith Fernandez, along with its expanding branch network, Denali Alaskan is part of the “shared branch” program with thousands of credit unions and service centers (5,000 branches) nationwide. “Alaskans are a traveling lot,” Fernandez adds. “And the ability to showcase the locations of these shared branches – both within and outside of Alaska – helps our members keep that personal touch to their account even if they’re not within easy reach of one of our branches.”

Other ways BranchMap has benefited Denali Alaskan’s members:

- Students heading off to college – BranchMap program shows them where those shared branches are located nationwide, relieving them with the hassle of opening a new account somewhere, while getting started in college.
- “Snowbirds” are Alaskans who head south to warmer climes during the winter – BranchMap provides them with a quick, easy overview of shared branch locations where they can conduct their financial transactions.
- Alaska business people who travel around the state or to the “Lower 48” and don’t want to be out of touch with their finances – BranchMap clearly outlines all of the places they can go to conduct personal transactions with their Denali Alaskan account.

- Alaskans, in general, like to “head outta Dodge” during winter on vacation, so they need a consistent, complete source of information on how to keep in touch with their Denali Alaskan account (through the shared branch system) – BranchMap has that 24/7 capability for them.

“Our primary goal as a financial institution is to offer secure access to member accounts – whether that’s in person or on-line,” Fernandez says. “The BranchMap tool complements this goal, showcasing our convenience and dedication to member account access by providing the most complete, updated information on branches and ATM access. I have used BranchMap myself when heading out of town to visit my son at college or while on other vacation trips.”

In a recent membership survey, more members acknowledge Denali Alaskan as being “more accessible” to them than before, and the BranchMap program is one of the important communication tools the credit union offers that promotes its enhanced convenience.

BranchMap can also help the credit union reduce the time it takes for its staff to answer questions about “foreign” transactions conducted at its shared branch partners – which, ultimately, ends up saving the credit union money in labor. In addition, members don’t need to call a branch or Member Contact Center to ask questions about branch locations or those of Shared Branch partners. Although Denali Alaskan does offer a phone tree extension listing branch locations, it suggests members visit the credit union’s BranchMap program online to find more complete information on all branches and shared branches.

“We’re very happy that BranchMap has enhanced Denali Alaskan’s member convenience whether they’re traveling or living remotely,” says Jason Green, CEO of Code Green, developer of BranchMap. “Denali Alaskan is a perfect example of how BranchMap can increase the level of member satisfaction, ultimately enhancing the credit union’s value for them. We look forward to working with Denali Alaskan to continue enhancing their convenience with online services for many years to come.”

About BranchMap

BranchMap™ is an interactive tool for your website which allows your members to quickly find any of your own branch or ATM locations, your surcharge-free ATM network locations, and your shared branch locations, all in one place without having to leave your website. BranchMap Mobile makes that same information easily available over mobile phones and other handheld devices. BranchMap is both a useful educational tool and a powerful marketing experience for credit union Members, it can make life easier for your MSRs, and it can really drive home the message of your convenience. Please visit www.branchmap.com for more information and interactive demonstrations.

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