



# NEWS RELEASE

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## 4Front introduces new-to-region drive-thru tech *In-car banking made easier, more personal with VideoTeller*

4Front Credit Union never stops seeking ways to improve its members' financial lives by delivering the latest intuitive account management technology. To this end, 4Front is excited to announce the installation of its latest VideoTeller Interactive Teller Machine at its Hastings Street (Traverse City) location.



“It’s rare an organization can point to technology as a means to further personalize an experience, however VideoTeller does just that,” said Zach Eychaner, Vice President of Digital Services. “VideoTeller delivers the face-to-face connectedness of a lobby visit from the comfort of your vehicle.”

The VideoTeller terminal resembles a traditional ATM, but connects members through video with a local, specialized 4Front team member ready to execute nearly any type of transaction, including those previously available only through lobby visits.

Hastings Street’s recent single-terminal VideoTeller installation is the first step towards converting its drive-thru lanes to the new service. The remaining three lanes will see upgrades to VideoTeller in late September. 4Front’s Mancelona and Petoskey North (Mitchell Street) branches currently offer complete VideoTeller services, with installation of East Jordan’s full complement of VideoTeller expected to be launched by the end of July.

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## VIDEOTELLER

“In addition to providing an even better drive-thru experience, VideoTeller will allow us to expand our in-vehicle banking hours,” Eychaner said. “VideoTeller hours will expand to 7:00 a.m. - 7:00 p.m. Monday-Friday, and 9:00 a.m. - 2:00 p.m. on Saturdays, following installation of the Hastings Street location’s remaining lanes in late September.”

In the coming years, 4Front plans to upgrade all branch drive-thru services to VideoTeller terminals.

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*4Front Credit Union is a member-owned financial cooperative serving nearly 75,000 members across northern Lower Michigan. We deliver creative financial solutions tailored to the needs of our individual members at branches in Traverse City, Charlevoix, Bellaire, Boyne City, East Jordan, Kalkaska, Mancelona, Manistee, and Petoskey, and online at [4frontcu.com](http://4frontcu.com). 4Front Credit Union is federally insured by the NCUA and does business in accordance with the Fair Housing Law.*