



First Financial CREDIT UNION

5550 West Touhy Avenue, Suite 102
Skokie, Illinois 60077-3254
Phone (847) 676-8000
Fax (847) 676-0027

**Member Service Solutions, LLC
Press Release for PR Web posting**

**Feb. 10, 2012
Judy Otto**

For Immediate Release

Contest Launches First Financial CU's High-Performance Mobile App

Crowning a 75-year history of respected service to the Chicago area, Skokie-based First Financial Credit Union (FFCU) is introducing a financial app for smartphone users—in a way that has members buzzing and signing up by the hundreds to take advantage of an extensive menu of features. Members who download the app—an offering created by CU Mobile Apps—and share their impressions with a tweet or a post on First Financial's Facebook page are eligible for a weekly \$100 prize during the month of February.

Response has been phenomenal, reports Jennifer Kulkoski, FFCU Director of Marketing & Innovation. Less than a month after introducing the app, and two weeks into the promotion, over 1000 downloads have brought the app to the fingertips of delighted members who are happy to share their sentiments.

“There's lots of activity on our Facebook wall,” reports Kulkoski. “The app has been a fantastic tool in facilitating conversation with our members, and we're extremely happy that they're becoming increasingly comfortable with talking to us candidly about the services we offer. So far, people love the app's ease of use, the freedom to complete transfers on the go, the timely credit union updates, and the ability to locate ATMs with the touch of a button.”

“It's a nice, clean-looking product,” observes First Financial's COO, Luis Reyes, “and it's been a good choice for us. Our primary focus is to make our operations as efficient as possible—and the way to do that is through technology,” he determined.

The new app builds on that high-tech focus by offering high-performance features that FFCU's members are discovering—and demonstrably enjoying.

As part of the continuing investment in technology, Reyes points to their first stand-alone facility, a new branch office that is under construction at 2942 W. Peterson Ave., two blocks east



First Financial

CREDIT UNION

5550 West Touhy Avenue, Suite 102
Skokie, Illinois 60077-3254
Phone (847) 676-8000
Fax (847) 676-0027

of Lincoln Ave. “Our marketing is now done almost exclusively on-line, and the new building will take us even further in a high-tech direction when it opens this spring.”

Instead of traditional teller lines, the new facility will offer teller pods and I-pad technology that enables more personalized, as well as more efficient, face-to-face service. “We want to change the way people think of banking,” says Reyes. “We want to be state-of-the-art in our pursuit of non-traditional methods of providing the best products and services to our members.”

CU Mobile Apps is a significant step in that direction and is the most recent product offered by Member Service Solutions, LLC, a Tennessee-based provider. It offers a competitive edge that’s essential in an increasingly beleaguered field, says MSS partner Tom Gray, a trainer, consultant, and creator of tailored profitability solutions for client companies nationwide.

“By providing small to medium-sized credit unions with a nominally-priced, yet sophisticated and professional high-performance app, we help our subscribers to be more competitive within their markets, creating a professional image that impresses their members and attracts new ones,” Tom Gray comments.

“‘User friendly’ doesn’t begin to describe the abilities of this program,” says Rick Hargis, owner/partner of MSS. “The product allows even inexperienced subscribers to easily upload images, choose colors, customize items displayed, and add or change content at any time—with the results accessible to their members and customers within 60 seconds.”

CU Mobile Apps is available through Member Service Solutions, LLC, a respected provider of insurance and financial solutions for credit unions and financial institutions. Additional information is available at www.cumobileapps.com and www.memberservicesolutions.com, or by calling (800) 537-9035, Ex. 105.

The FFCU app is available for download in the app store and android marketplace. FFCU will open its new facility by mid-2012. Additional information about the mobile app and the new facility progress can be found at www.firstfcu.org, or by calling (847) 676-8000.