



## Gesa Credit Union Wins Excellence in Technology Award for Digital Branch

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*Cost-efficient, paperless, digital branch includes NCR video banking software to reach new and underserved markets and improve member services*

DULUTH, Ga.--(BUSINESS WIRE)--Oct. 15, 2013-- [Gesa Credit Union](#), a \$1.2 billion credit union serving Washington state, won a 2013 Excellence in Technology award from the [Credit Union National Association](#) (CUNA) for its digital branch initiative, powered in part by video banking software from [NCR Corporation](#) (NYSE: NCR).

Gesa is the first financial institution in the Pacific Northwest to use personal teller machines (PTMs), which are based on the technology behind NCR APTRA Interactive Teller. [APTRA Interactive Teller](#) software connects consumers to a live, remote teller via a two-way video/audio conversation over an ATM. The remote tellers have full control of ATM functions, creating an interactive experience in which members can complete more than 95 percent of typical branch transactions, with transaction times typically 33 percent faster than an average teller interaction. [Watch how APTRA Interactive Teller works [here](#).]

Gesa's digital branches include the PTMs, 42" touchscreens for scheduling appointments and researching financial products, audio/video virtual offices for meetings with remote credit union specialists, IP security cameras, video, music and digital signage. Gesa has six PTMs in two branches and plans to expand in 2014. [View Gesa's award submission [here](#).]

"We continue to receive such positive feedback on our PTM solution and digital branches from our members and industry peers," said Don Miller, president and CEO of Gesa. "The PTM software is a critical element to our digital branch strategy, and allows us to efficiently and effectively deliver exceptional service to our members."

"The digital branch concept will enable us to quickly deploy efficient, low cost and smaller footprint branches in new geographic areas," said Raj Bandaru, CIO of Gesa.

CUNA presented Gesa with its 2013 Excellence in Technology award at its Technology Council Conference on September 22 in Hollywood, Calif.

"Financial institutions and industry groups continue to validate the strategy and implementation of interactive video as part of a retail banking network. More importantly, consumers are responding enthusiastically to the convenience of our innovative software," said Brian Bailey, vice president and general manager, NCR Branch Transformation. "I am thrilled that Gesa Credit Union has been recognized for their forward-thinking approach to delivering service to their members, and I look forward to continue working with them on new innovative projects in the future."

### About Gesa Credit Union

Gesa Credit Union has served Washington State's Tri-Cities community since 1953, and is one of the state's largest credit unions with \$1.3 billion in assets and 114,000 members. Gesa is a full service financial institution that offers a complete array of consumer, mortgage, and business products and services. Headquartered in Richland, Washington, Gesa operates 10 branch offices in the Kennewick, Richland, Pasco, Walla Walla, and Wenatchee communities. Gesa also supports seven student-operated high school branches – the most in the state. Gesa's commitment to local communities includes support for Junior Achievement, Habitat for Humanity, annual youth scholarships, and free financial seminars open to members and the general public. For more information visit [www.gesa.com](http://www.gesa.com).

### About NCR Corporation

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 450 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 26,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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