



## Innovative Credit Union Advances Branch Transformation; First To Install Diebold's Two-Way Video Services In Canada

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### Affinity Credit Union deploys new technology and services from Diebold

SASKATOON, Saskatchewan, Oct. 13, 2015 /PRNewswire/ -- Affinity Credit Union members in Canada are now greeted by enhanced services, two-way video and new, innovative in-branch self-service technology. Looking to deliver the ideal branch experience to its members, Affinity Credit Union turned to Diebold, Incorporated (NYSE: DBD) to become the first financial institution in Canada to deploy two-way video services and reimagine two of its flagship branches. Diebold's world-class services, along with the addition of multiple new [Diebold 9900](#) in-lobby tellers, enhance the member experience and improve operational efficiencies for Affinity Credit Union.

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Together with Diebold's [Advisory Services](#) team, Affinity Credit Union defined the ideal member experience, modified processes, refined existing staffing models and deployed technology that would meet its branch transformation goals. Diebold's Advisory Services team also led interactive training sessions with the branch staff, member service representatives and contact center personnel, helping them to better understand the innovative new member experience.

"Diebold's service capabilities and comprehensive suite of solutions allow us to realize the maximum potential of our branch environment," said Serese Selanders, vice president, member experience, Affinity Credit Union. "Transitioning routine transactions to the self-service channel allows our staff to focus on building more meaningful relationships with our members."

Additionally, the new Diebold 9900s will deliver the fast, reliable in-branch experience that members want while migrating routine transactions to the self-service channel. Equipped with two-way video, the new units will help members with transactional questions and provide additional support without the assistance of a teller. This technology allows branch staff the opportunity to focus on the more complex needs of members while building deeper relationships.

"Affinity is the latest example of many strong partnerships Diebold has established here in Canada, which is an important market for us," said Bruce Pearce, Diebold vice president and general manager, Canada. "Our team of highly experienced financial industry professionals were able to help Affinity navigate through its transformation strategy to make their branches more efficient and customer-focused."

#### About Affinity Credit Union

Affinity Credit Union is 100% owned by more than 140,000 members, all of whom have a voice in the way they do business. Affinity, with over \$4.7 billion in managed assets, employs 965 people and has a network of 67 branches in 41 communities across Saskatchewan. For more information, go to: [www.affinitycu.ca](http://www.affinitycu.ca)

#### About Diebold

Diebold, Incorporated (NYSE: DBD) is a global leader in providing innovative self-service technology, security systems and related services. Diebold has approximately 16,000 employees worldwide and is headquartered near Canton, Ohio, USA. Visit Diebold at [www.diebold.com](http://www.diebold.com) or on Twitter: <http://twitter.com/DieboldInc>.

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