



## An Eye on the Future



**VIRA (VIDEO INTEGRATED  
REALTIME ASSISTANCE)**

Riverfront Federal Credit Union is thrilled to be putting the future of banking front and center with the unveiling of its newest branch located at 2609 Keiser Boulevard in Wyomissing. The state-of-the-art retail branch will feature the latest in self-service technology, including video branching and interactive teller machine equipment. The new building will also serve as the organization's headquarters and feature a public café.

Because the past year has changed people's habits in profound ways, Riverfront has worked diligently to enhance the member experience and streamline service delivery through all its in-branch and online channels. The latest evolution began with the launch of Riverfront Live, its face-to-face video branching service, in 2020. Through live video chat, members can speak directly with a Riverfront representative for assistance with a variety of transactions, including applying for a loan, opening an account or adding services. All they need to access the service is a mobile device or laptop, and they can do it from anywhere they happen to be.



### RETAIL BRANCH/OPERATIONS CENTER

*Riverfront Federal Credit Union's newest retail branch and headquarters located at 2609 Keiser Boulevard in Wyomissing featuring a public café.*

The new branch on Keiser Boulevard will also feature VIRA (Video Integrated Realtime Assistance). VIRA is a video teller that enables members to interact face-to-face with a live Riverfront representative for assistance with a wide range of transactions like deposits, withdrawals, loan payments and transaction inquiries. These cutting-edge self-service machines let members do everyday transactions with or without the assistance of an agent.

Plans to broaden its lending and business service offerings will allow Riverfront to continue providing support to local small businesses in the form of commercial mortgages, vehicle and equipment loans and business credit cards. A "Swag Wall" will be available in-branch featuring a selection of Riverfront items available for purchase so while showing Riverfront pride, proceeds will be donated back to local non-profits. Riverfront's ongoing efforts in giving back to the community through donations to local non-profits is in

the organization's DNA and has also expanded since first opening its doors in 1948.

In the upcoming months, Riverfront will be the first local credit union to extend the person-to-person service, Zelle, to its membership. As Berks County begins to recover from a year of uncertainty, Riverfront Federal Credit Union has its eye on the future, seeking new opportunities to meet its members needs today and far into the future.



### PUBLIC CAFÉ

