

## **Alaska USA Opens Member-Centric Designed Branches**

**Anchorage, Alaska** – Come and take a look at the future of banking. Alaska USA Federal Credit opened two new fully redesigned, digitally-focused branches located in Renton, WA and the Jess Ranch neighborhood of Apple Valley, CA.

The new spaces were created in collaboration with a design company to build an environment that completely reimagines what it means for members to engage with their credit union—and for the credit union to engage with members.

“Many people are taking the bulk of their transactions online, so we’ve designed the branches to reflect that,” said Shannon Conley, Senior Vice President, Branch Administration. “That means enhancing self-service options and showing members how they can use the Alaska USA app to do just about anything they can do in a branch. If someone comes in to deposit a check, we want to teach them how to make that deposit with their phone — to go beyond helping them with their initial request.”

The remodeled Alaska USA branches feature a welcoming, open floor concept that focuses on engaging and empowering members from the moment they walk through the door. There are a variety of seating and workspace options, as well as representatives equipped with mobile devices who can conduct transactions with members wherever they are.

“We’ve created a space that allows you to step in, be greeted, and have a seat or relax wherever you’d like,” said Conley. “It’s really more of a collaborative space, and one we believe many individuals will find more fitting for the relationship that member-owners should have with their credit union. We encourage everyone to come and take a look at the future of banking. We think you’ll like it.”

During this time, Alaska USA Federal Credit Union is also focused on providing a safe environment for all employees and members through enhanced cleaning and sanitizing protocols, as well as enforcing mask mandates where and when they are applicable.

- Jess Ranch branch, 18985 Bear Valley Rd | Monday – Saturday 10 a.m. – 6 p.m.
- Renton branch, 1107 SW Grady Way | Monday – Friday 10 a.m. – 6 p.m.

## More about Alaska USA

Alaska USA Federal Credit Union is a member-owned, not-for-profit financial cooperative with \$9.5 billion in assets and more than 675,000 members worldwide. The credit union operates more than 90 branches and service facilities in Alaska, Arizona, California, and Washington State. Alaska USA offers a 24/7 Member Service Center and access to more than 55,000 surcharge-free ATMs worldwide, as well as online and mobile solutions.

Learn more at [alaskausa.org](http://alaskausa.org).



*Photo: Alaska USA employees in the newly redesigned Jess Ranch branch.*



*Photo: Alaska USA employees at the ribbon cutting for the new Renton branch.*

###