Monday, September 21, 2020

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First Alliance Credit Union Opens New Stewartville Branch

Rochester, MN - First Alliance Credit Union officially announced the opening of a new branch in Stewartville, MN located at 300 North Main Street. The new branch is the credit union's fifth location and opened on September 21st, 2020. The location has been serving as the home to many of the credit union's administrative staff since February of this year.

"We are excited to bring the credit union difference to Stewartville." stated Mark Hettinger, EVP/COO of First Alliance Credit Union. "We have had growing membership within the Stewartville and surrounding communities for several years, so it made sense for us to bring a branch into the community to better serve our members here."

The new credit union branch in Stewartville will feature a service model designed for convenience, similar to their recently opened Commerce Drive NW Rochester location. The branch will feature First Alliance's cutting-edge Advisor Supported Kiosks, along with a highly knowledgeable team of three Member Experience Advisors.

The Advisor Supported Kiosks will provide members convenient, personalized assistance with their day-to-day needs such as deposits, withdrawals, check cashing, and loan payments. If a member needs the support only a human can offer, they can simply press a button that will initiate a secure video call with a live Kiosk Advisor. The Member Experience Advisors are also available to help members reach their personal financial goals, apply for loans or open new accounts.

"We are always looking to improve our member's experiences," shared Hettinger. "Even before the pandemic, we knew that leveraging the latest technology was going to help us achieve that goal. Its why we chose to bring our kiosks to the Stewartville location. Our members have overwhelmingly embraced the Kiosks at our Commerce Drive location, and we know our Stewartville members will appreciate the conveniences they provide as well."

The credit union also noted, the Advisor Supported Kiosk will be in both the drive-up and lobby of the new Stewartville branch to provide members access to their accounts when it best fits their schedule. Member Experience Advisors will be available to meet with members in-person Monday through Friday.

About First Alliance Credit Union
First Alliance Credit Union was founded in in Rochester, MN in 1932 by seven Rochester firefighters and a school teacher. The credit union's mission is to provide compassionate guidance and resources to promote the financial well-being of its members and the communities they serve. Membership is open to everyone who lives, works, worships, owns a business or attends school in Olmsted, Winona, Wabasha, Dodge and Goodhue counties. The credit union has three other locations in Rochester and one in Byron.

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