



FOR IMMEDIATE RELEASE
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Morgan Pray will lead LAFCU ATM, ITM strategy

New position focuses on member experience, new opportunities for LAFCU's newly doubled ATM/ITM fleet



Morgan Pray

LANSING, Mich. — Morgan Pray will lead the strategy for LAFCU's network of automated and interactive teller machines, ATMs and ITMs, in the newly created position of assistant vice president of ATM/ITM operations for LAFCU.

With the number of machines in the LAFCU ATM/ITM fleet doubling during 2022, Pray's position was created to ensure processes enhance member experience and to identify new opportunities.

"Morgan has been integral in LAFCU's expansion of ATMs and ITMs," said Chrystal Murphy CCUE, LAFCU vice president of operations. "As a creative problem-

solver, she has contributed process and procedure enhancements that have boosted member useability experiences. Morgan is well prepared to help LAFCU continue to exceed member service expectations."

The recent expansion of the LAFCU ATM/ITM fleet includes installation of an ATM at each of the 27 Quality Dairy Store locations announced in April.

The growth of LAFCU ITMs has been over several years after the credit union was the first in mid-Michigan to install one. An ITM has audio-visual technology that enables virtual face-to-face banking. ITMs are now a staple in the drive-thru lanes at all LAFCU branches. They enabled the credit union to provide uninterrupted service during the pandemic because the



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machines were operated by tellers working from home. Pray led the teller education created and presented in about a week's timeframe before the state shutdown.

A LAFUCU ITM in a grocery store in Perry enables the Michigan credit union to provide service in an area that is a financial services desert—an area where there is no other bank or credit union.

“My mission is to provide the best service to members and the most helpful support for employees,” Pray said. “I look forward to continuing to provide a fleet of high-functioning, well-maintained and easy-to-use ATMs and ITMs, and continuing to seek state-of-the-art technology that will enhance member service.”

Pray has over a decade of financial experience and joined LAFUCU eight years ago. She most recently served as the assistant vice president of operations, overseeing branch operations, including teller and lending functions. During her tenure, she has worked extensively in member service, from serving as a teller to managing the Contact Center.

She holds an associate degree in human services and bachelor's degree in business administration and management from Baker College, Owosso.

About LAFUCU

Chartered in 1936, LAFUCU is a not-for-profit financial cooperative open for membership to anyone who lives, works, worships or attends school in Michigan and to businesses and other entities located in Michigan. The credit union serves 72,000 members and holds over \$950 million in assets. It was named a Best Credit Union to Work For in 2020. LAFUCU offers a comprehensive range of financial products and services as well as an expanding complement of financial technology solutions. Members enjoy benefits such as low fees, low interest rates on loans, high yields on savings, discounts, knowledgeable employees and nationwide access to fee-free ATMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFUCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFUCU, call 800.748.0228 or visit www.lafcu.com.

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