



**For Immediate Release**

**Contacts:** Traci Jolley, Marketing Manager,  
Amy Etheridge, Marketing Specialist,  
Robins Federal Credit Union  
Phone (478) 923-3773, ext. 2864 or 2868  
[tjolley@robinsfcu.org](mailto:tjolley@robinsfcu.org); [aetherid@robinsfcu.org](mailto:aetherid@robinsfcu.org)

## Robins Federal teams with MShift for Mobile Banking

**Warner Robins, GA.** – Recently, Robins Federal Credit Union partnered with MShift to provide their members with a free Mobile Banking solution. This new Mobile Banking product offers Robins Federal members a browser based option, as well as a text message option. In 3 months time Robins Federal already has close to 4,000 Mobile Banking users.

Marketing the new product has definitely helped increase users. Robins Federal started with a 4 week campaign that included a TV commercial, online advertising, and Billboards. Robins Federal even partnered with their local news affiliate 13 WMAZ to put an ad for their Mobile Banking product on 13 WMAZ's new mobile news site. An additional 7 weeks were added to the TV and online marketing campaign in hopes that it will continue the increase of members using this new service. The campaign also included a member incentive. All new users were automatically entered to win. The winner won their choice of either a new cell phone, or Robins Federal would pay their cell phone bill for 6 months (up to \$100 per month.)

Dee Dee Côté, Vice President of Administration said, "Offering a mobile interface for our members was the next logical addition to our product line. We try to keep up with the changing trends in technology, and do our best to offer our members products and services that will be convenient for them and cater to their busy lifestyles."

**A Note to the Editor:** Robins Federal Credit Union is a not-for-profit cooperative financial service provider with seventeen branches throughout Georgia. Robins Federal currently provides financial services to over 131,000 members and assets exceeding \$1.2 billion.

**Banking to Go**

Use **MOBILE BANKING** now through May 31\* and be entered to win one of the following:

- WE'LL PAY YOUR CELL PHONE BILL FOR 6 MONTHS (up to \$100 per month)\* or
- WE'LL BUY YOU A NEW CELL PHONE (up to \$600 value)\*

**Stop waiting in line!** With **Robins Federal Mobile Banking**, you can use your cell phone or PDA to complete all of your normal financial transactions, including:

- A&L** View Account and Loan Balances
- TH** View Transaction History
- TF** Transfer Funds
- MP** Make Payments

Our secure access servers make it easy for you manage your finances at the touch of a button. Log on to [go.robinsfcu.org](http://go.robinsfcu.org) today!

\*No Purchase Necessary. See [www.robinsfcu.org](http://www.robinsfcu.org) for a copy of the Mobile Banking Promotion Giveaway official terms and conditions.

###