Eltropy Streamlines In-Branch Experiences With New Lobby Management Solution

The industry's digital conversations platform leader now provides the most robust solution for branch management that includes Lobby Management, Appointment Management, Reputation Management and In-Branch Video.

MILPITAS, Calif. – January 19, 2024 – Eltropy, the leading digital conversations platform for community financial institutions (CFIs), today announced the launch of Lobby Management – a new capability to create better branch lobby experiences. Part of Eltropy's Branch Management solution portfolio within its Unified Digital Conversations Platform, Lobby Management empowers branch managers to manage walk-in customer flow effectively, all while providing members and customers with the convenience of virtual queuing. Eltropy Lobby Management is seamlessly integrated with Eltropy Appointment Management and allows members to check-in for appointments or book new appointments from the check-in kiosk.

Key capabilities of Lobby Management include:

- Multiple service queues and optimized UX for self-service kiosk and queue position display
- Self-service and in-transit check-ins
- Next-in-line text notifications and queue position
- Branch management dashboard to track the traffic across branches
- Lobby traffic analytics to optimize staffing and service offerings
- Out-of-the-box integration with Eltropy Appointment Management and Eltropy Reputation Management

"The branch remains an essential member and customer touchpoint in community banks and credit unions, yet inefficient queues and resource allocation often undermine the experience for both visitors and employees," said Ashish Garg, Co-founder and CEO of Eltropy. "With Lobby Management, we can make every visit effortless while unlocking many operational efficiencies and equipping staff to serve members better."

Lobby Management integrates seamlessly into Eltropy's suite of secure, compliant digital conversations solutions for efficient branch operations and gives branch staff a 360 degree view of customer conversations. Branch staff can take notes during the in-branch meeting and add to the conversation thread. They can access Conversation Intelligence to quickly gain insights into the member's past interactions and accordingly provide more personalized service in the branch. Branch staff can also add staff from other branches to the meeting with the power of Eltropy video meetings. Lobby visits can be followed up with an automated request for reviews to build the online reputation of the branch.

"Lobby Management, powered by the [Eltropy Unified Platform](#) allows CFIs to tie their branch operations with digital operations, thereby holistically serving their members and customers in physical and digial channels seamless and simultaneously," said Jack Chawla, VP of Products, Eltropy. "With our unique approach to resoruce management in physical and digial channels, we can help CFIs efficently service the members in the channel of their choice, including the branch lobby."

For more information about Lobby Management visit https://eltropy.com/products/lobby-management/.

The introduction of Lobby Management builds on Eltropy's recent impressive growth. Having just passed the [milestone of 600 customers](#), as well as seeing tremendous adoption of its [AI-powered products](#) with over 50 CFIs signed up, Eltropy continues to demonstrate its leadership in digital conversations solutions for financial institutions. With the streamlined visitor experiences and optimized staffing enabled by Lobby Management, Eltropy continues to drive innovation while delivering measurable value for community banks and credit unions across the country.

About Eltropy
Eltropy is the industry's first AI-driven digital conversations platform for community financial institutions (CFIs). Its AI-driven communications tools empower CFIs to communicate, automate, improve operations and engagement, and increase productivity across the institution – all while maintaining the highest standards of security and compliance. Using Eltropy's platform, CFIs can connect with their consumers anytime, anywhere via Text, Video, Secure Chat, co-browsing, screen sharing, and chatbot technology — all integrated into a single platform. For more information, please visit eltropy.com.