



NEFCU opens high-tech branch in Oceanside

By: Claude Solnik | February 16, 2018

Westbury-based NEFCU, one of the largest credit unions based on Long Island, today opened a new branch in Oceanside, the first of several it plans to open this year.

The 2,055-square-foot branch, NEFCU's 16th on Long Island, is located at 3195 Long Beach Rd., inside the T.J. Maxx Shopping Center.

Five people during the day will work at the location, a smaller model than its traditional branches, mixing digital and personal banking.

It is staffed by a branch manager, an assistant branch manager and three member service representatives and includes two around-the-clock ATMs.

The branch also features two interactive teller machine where members can see tellers on screen stationed a few miles away in the credit union's headquarters.

"It follows the same design and member access options as our recently-opened Bay Shore, Deer Park and Levittown branches," Eileen Nolan, NEFCU's executive vice president, chief marketing and sales officer, said. "We are actively looking at deploying this same format in several of our existing branches, but will do so over time and with consideration."

She said these "sleeker, tech-centric branches have allowed us to more effectively and efficiently enter new communities," but that "personalized service" remains a key part of its strategy.

Members also can use a touch screen to download digital product brochures, obtain the latest rates and access information about the credit union's products and services.

Part of a growing credit union industry, NEFCU manages about \$2.8 billion in assets and has more than 180,000 members.