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## **Landings Credit Union in Arizona Turns its ATMs Over to Dolphin Debit**

HOUSTON, March 3, 2015 – After growing weary of dealing with ATM service issues, Landings Credit Union in Arizona has turned over management of all of its ATMs to [Dolphin Debit](#), the full-service ATM management company.



Dolphin Debit now handles four ATMs for Tempe-based Landings, which also has branches in the nearby cities of Gilbert and Chandler in suburban Phoenix. The credit union, with more than 14,000 members and \$140 million in assets, serves a wide range of members, including students, faculty, staff, and family for schools in Maricopa County along with more than 400 select employee groups.

For Landings, bringing Dolphin Debit in to manage its ATMs made sense after the credit union got tired of ATM outages and the need to scramble to do repairs. It was

introduced to Dolphin Debit by credit union service organization CU24, which jointly offers with Dolphin the ATM Cinch program. ATM Cinch is an ATM management solution that helps credit unions eliminate capital costs, reduce operating expenses, and relieve the burden of regulatory compliance.

"We had ongoing issues with our ATMs going down for various reasons," explained David Rindone, Director of Marketing for Landings Credit Union. "There's never a good time for that, but it always seemed to be on the weekends or other inconvenient times. The ATMs were older, and the constant maintenance plus the inconvenience to our members really made it a big issue for us."

Dolphin Debit purchased one of the four ATMs from Landings and provided three new machines to replace the others. Rindone said the changeover was done quickly and efficiently, and ATM downtime was kept to an absolute minimum.

The new ATMs have improved the member experience, and the combination of new equipment and Dolphin Debit's responsiveness has been a big boost to Landings' marketing efforts, Rindone added. While it used to take so long for him to get his old ATM company to simply change a marketing message on the ATM screen that he gave up trying, he can now have a new promotional message up and running in one day.

"The cost savings of not having our staff running around on the weekends trying to fix things is good, but the biggest benefit for us is the 24-hour support," Rindone said. "We have a dedicated representative, and if we call, they're out there within an hour. The customer service has been exemplary."

Ben Allen, President of Dolphin Debit, said Landings Credit Union is seeing what so many other credit unions and banks have found by moving away from owning their own ATMs.

"The bottom line is that they just don't need to worry about their ATMs anymore," Allen said. "All the maintenance, service, and updating is taken care of for them. That frees them to focus on what is most important, serving their members or customers."

#### **About Dolphin Debit**

Dolphin Debit Access is a full-service ATM management company that owns and operates ATMs for financial institutions. Dolphin's turnkey ATM service includes deployment of new ATM equipment combined with terminal driving, ATM maintenance, armored car service, communications, monitoring and dispatch, and cash management. Dolphin Debit operates all types of equipment in various on-premises and off-premises venues. In addition, Dolphin Debit has the rights to install and operate drive-up ATMs at Walmart/Murphy USA locations in multiple states. Dolphin Debit customizes solutions to the specific needs of clients, with a flexible, cost-saving approach that enables redeployment of company assets to improve the bottom line. For more information, visit [dolphindebit.com](http://dolphindebit.com).