



FOR IMMEDIATE RELEASE

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LAFCU promotes Jamie Jones to contact center branch manager

LANSING, Mich. — Jamie Jones serves as branch manager of LAFCU’s contact center, following her advancement from assistant branch manager.

In this role, Jones oversees the day-to-day operations of LAFCU’s contact center, which serves as a primary access point for members seeking assistance with accounts, transactions, loans, and digital banking. She is responsible for coaching and developing frontline staff, managing call volume and staffing levels, improving response times, and ensuring consistent service quality across member interactions. Her leadership focuses on balancing operational efficiency with a strong member experience, while reinforcing service standards, transparency, and clear communication within the team.

“Jamie consistently demonstrates strong leadership, a member-first mindset and a deep commitment to LAFCU’s values,” said Chrystal Murphy, vice president of operations at LAFCU. “Her ability to support the team while delivering an exceptional member experience makes her well-suited to lead our contact center.”

Jones joined LAFCU as a senior member service representative in 2018 and advanced to assistant branch manager of the contact center in 2023, after previously serving as a member service representative at another Lansing-based credit union. Her professional background also includes roles in customer service, office management and paraprofessional support across a range of organizational and school-based settings. A Springport resident, Jones holds a certification as a state-tested nursing assistant from ETI Technical College in Niles, Ohio.



Jamie Jones

About LAFCU

Founded in 1936, LAFCU (pronounced laugh-cue) is a not-for-profit, member-owned credit union open to all who live, work, worship or attend school in Michigan, and to Michigan businesses. LAFCU serves more than 74,000 members and holds over \$1 billion in assets. With a particular focus on serving people of modest means, LAFCU is committed to enhancing its members' financial well-being and creating long-lasting positive change across generations. Awarded the prestigious Dora Maxwell Social Responsibility Community Service Award, LAFCU is known for its people-helping-people mission, which has led to award-winning financial literacy programs for all ages. A three-time honoree as a national 'Best Credit Union to Work For,' LAFCU has also been recognized as a Best Place to Work for Women and an Inclusive Workplace, and is recognized globally for its diversity, equity, and inclusion initiatives. Learn more at www.lafcu.com.

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