

CFSC Showcases Exceptional Customer Service in a Digital World at Their Mount Vernon Location

February 9, 2026: Mount Vernon, NJ —At a timewhen financial services are rapidly moving onlineand becoming more automated, CFSC continues to stand apartby offeringwhat many customers value most: real people, personal service, and trusted neighborhood relationships.

Located at **48 Gramatan Ave in Mount Vernon**, the CFSC store—managed by Jacob Rivera—is the only CFSC location serving the Mount Vernon community, providing accessible, in-person financial services tailored to customers’ everyday needs.



While many financial institutions have reduced branch access or shifted entirely to apps and chatbots, CFSC has remained committed

to maintaining welcoming storefronts staffed by knowledgeable team members who know their customers by name.

Recently CFSC was featured on *Pix11’s New York Living* segment when Marysol Castro visited the Mount Vernon location. Rivera shared his insight regarding working with customers in the community. “With money, people want clarity, trust, and someone they can talk to,” said Rivera. “Our customers appreciate being able to walk in, ask questions, and get immediate help from someone who knows them. It’s not just about transactions—it’s about relationships.”

A One-Stop Neighborhood Financial Resource

Many customers rely on CFSC not just for check cashing, but for in person guidance—especially as systems like OMNY and government benefit disbursements become more complex or digital-only. For seniors, working families, and individuals who prefer direct human interaction, having a trusted neighborhood location provides reassurance and confidence.

“Not everyone is comfortable using apps or managing finances online,” Rivera explained. “With OMNY cards, for example, customers can purchase and reload their card here in person whenever they need to. They don’t have to worry about apps, passwords, or confusion. We walk them through it.”

Personal Service That Makes a Difference

CFSC's commitment to personal service extends to programs like RCheck by Republic Bank, which allows customers to receive government benefits or tax refunds via physical check—often up to four days earlier than by mail. Customers can then cash the check or load the funds onto a debit card immediately, with guidance from a team member if needed.

The Yes! Debit Card also offers direct deposit, savings features, peer-to-peer transfers, international Visa acceptance, and the ability to add cash at any CFSC location at no charge—without minimum balances or credit checks. Staff members are available to explain features, answer questions, and ensure customers understand how to use their accounts effectively.

Beyond products and services, what distinguishes CFSC is its human-centered approach. Customers are greeted by familiar faces. Staff members take the time to answer questions thoroughly. Many employees speak Spanish, helping ensure that language is never a barrier to accessing essential financial services.

“What really matters is that customers know they can come in and talk to us,” said Rivera. “No robotic chats—real people, face to face. We see the same families come in week after week. We build trust over time.”

A Neighborhood Place You Can Trust

In an era dominated by automation and AI, CFSC remains grounded in old-fashioned values: trust, accessibility, and human connection. The company's focus continues to serve neighborhoods through personalized, face-to-face service.

CFSC currently operates 130 locations nationally with 72 in the New York and New Jersey market, and additional locations in major cities including Chicago, Milwaukee, Boston, Denver, Kansas City, Los Angeles, and San Diego. For more information on CFSC and a location near you please visit www.cfsc.com.

For the full Pix11 interview visit:

<https://pix11.com/news/cfsc-brings-back-real-human-financial-service-in-mount-vernon/>
