



# ATMs DELIVER CUSTOMER-MANAGED RELATIONSHIPS

## Not just an ATM anymore...

Now Available on an ATM near you:

- ATM Functions
- Check Cashing
- Cashier's Check
- Money Order
- Money Transfer
- Bill Payment
- Health Insurance
- Stored Value Card
- Prepaid Wireless
- Wireless Billpay
- Loyalty Cards
- Prepaid Cards
- Auto Loan
- Personal Loan
- Mortgage
- Personal Insurance
- Auto Insurance
- and more...*



For decades the ATM has been used as a mere cash dispenser and a siloed touchpoint in the bank's many delivery channels. Today, forward thinking banks are starting to realize that ATMs are capable of much more and must evolve into interactive touchpoints. Certainly Check 21 is one driver for increasing ATM functionality. Check imaging and cash acceptance are rapidly moving to the mainstream on the ATM fleets of the money center banks, as are basic forms of personalization whereby the ATM 'remembers' consumers' favorite settings.



**Safwan Shah**  
President  
Infonox

Yet, these are just rudimentary steps. Equipped with the right software, switching platform and monitoring capabilities, ATMs can deliver true customer-experience management. In this scenario, ATM deployers can offer dynamic pricing, marketing and cross-selling, plus let customers have more control over their financial transactions. We like to call this a customer-managed relationship (CMR) instead of your typical CRM (customer relationship management). With CMR, the customer is empowered to manage his own information including transaction history, preferences and profiles.

If banks want to sell more products and services to their customers, they must look to the ATM channel as a place to engage, retain and acquire customers. While many bankers recognize the fact that the days of the ATM as a simple cash dispenser are over, they are often confounded over how to move into the new world of advanced functionality where the ATM can truly act as a virtual teller. For example, how can they provide on-screen links to mortgage rates and other information, or deliver the ability to print out applications, or offer on-screen bill-payment programs?

The answer lies in our Active Payment Platform (APP) and our transaction network infrastructure that supports a wide array of transaction types. APP allows ATM deployers to launch customized financial services in a matter of days – not months, with an unmatched level of flexibility in transaction choices. APP eliminates the costly and often unreliable integration of best-of-breed systems on different technologies like a transaction switch, a CRM

system, monitoring system, device middleware and back-end interface. That is because those capabilities are offered in a single platform – ready to deploy in a co-branded or customized fashion.

You can think of our APP as the equivalent of a "multiprotocol transaction router," which enables its customers to connect any transaction device with any financial application over any payment network. There is a tremendous amount of flexibility in touchpoints: ATMs, kiosks, POS terminals, and hybrid multifunction devices. Within these devices, bankers are free to choose those transactions that best suit their marketplace, e.g., check cashing (personal and payroll), cash advance, bill payment, ticketing, instant issue stored-value cards, money transfer and more.

Without a doubt, ATMs are a commodity, with over 600,000 ATMs deployed in the United States alone. However, average monthly transaction volumes have dropped to under 200 (from peaks of over 600). Specialty deployments offering new payment services are the only way of generating additional transactional revenue. By definition this represents a move into uncharted, and therefore more uncertain, territory. Conservative bankers must develop an action plan before moving into advanced functionality ATMs or kiosks. That is why we developed our FRAMES analysis:

- **Flexible** – Easy to integrate
- **Reliable** – Built-in audit capability for all services
- **Available** – Self healing and high uptime
- **Monitorable** – Application, devices, interactions, screen transitions, all is monitored in real-time
- **Extensible** – Add new features, upgrade by either push or pull
- **Scalable** – Grow from one to many to thousands

These are the salient points that bankers must address in developing their self-service strategies, and Infonox is there to help implement real world solutions that meet these requirements.