

## TELLEREX QUICK READ JANUARY 2020

### DRIVING CUSTOMER ENGAGEMENT - MAKING YOUR ATMS SMARTER

Changing customer expectations and increasing market competition is pushing banks to offer innovative experiences through ATM's that engage customers and build long-term loyalty. Besides digital channels such as mobile wallets and internet banking, financial institutions can enhance customer experiences through ATMs.

Based on customer usage trends and preferences, ATM features can now offer a personalized experience to customers. These features give each ATM terminal a specific personality based on location, time of day, and even the potential 'relationship' with customers. Each transaction is considered an opportunity to have a 'personal connection' with customers. As a result, ATMs can predict a customer's favorite operation for quick cash withdrawal, and display targeted ATM marketing campaigns.

Other unique 'personalized' features to consider include:

**Quick-Touch Balance Peeks** - Give customers the option of reviewing account balances on the current screen, eliminating the need for multi-screen navigation.

**Simplify screen Flows** - Remove unnecessary screens, submenus, and "Are You Sure?" prompts. Add intuitive shortcuts for faster access to more information.

**Provide Cross-Channel Services** - Add services that allow customers to apply for a loan, make bill payments, or transfer funds to other members.

**Add Cardless Transactions** - Enable cardless transactions for customers with NFC-capable cards. Utilize the ATM's contactless capabilities to maximize convenience and security.

**Provide Value-Added Services** - Offer non-banking transactions via ATMs such as the ability to make donations to the American Red Cross. Integrate functions that add value and convenience.

**Utilize Facial Recognition and Biometrics** - Biometric features like fingerprint readers and facial recognition can give customers greater peace of mind and sense of security.

**Leverage Predict Analytics** - Predictive analytics allows moving from 'What do you want to do?', to 'Would you like to withdraw \$20 with an e-mail receipt?'

### ABOUT TELLEREX

Contact us to learn how our complete ATM management solution can simplify the end-to-end process and required oversight for your ATM and cash recycler networks.