TELLEREX

PROACTIVE STEPS TO INCREASE ROI

Today, in addition to the quantifiable dollar-based metrics, financial institutions are digging deeper to uncover the organizational 'wins' which ATMs contribute.

Be aggressively-proactive in looking for problems.

When customer interactions fail or slow down at an ATM, the clock is ticking. You may lose revenue, profits, and customer satisfaction. Even worse, you may not yet be aware of the problem. In a typical enterprise, 2 of 5 performance incidents are spotted first by users or customers, who may or may not report the issues. Real-time ATM monitoring can eliminate this gap by detecting the first cases of failed consumer interactions. Lost revenue opportunities and customer complaints are minimized after the appropriate personnel are notified. Real-time ATM monitoring can reduce the average time to repair by an average of 65%.

Dig deep into your ATM transaction data.

ATM transaction analytics allow you to understand the availability characteristics and usage patterns for each service at a full-service ATM. As a result, you can make much more granular decisions about which services to offer, and where. These analytics allow you to understand how long customers spend at the ATM and how this varies by location, customer type, and transactions attempted. Using this information, you can look for ways to reduce transaction times during peak periods or move more customers through a particular location. This may drive changes in screen flow, new favorite transaction options on the home screen, or an investigation of additional ways to reduce network latency or transaction processing times. The net result is extracting more value out of your existing ATM fleet and expansion plans that better meet both revenue goals and customer demand.

Adopt a holistic monitoring solution.

The ATM is a sophisticated, multi-dimensional device that often combines hardware and software from different vendors, communicates with multiple networks and services, and provides a broad set of transactions. It's also much more resilient in its design, architecture, and servicing requirements. With that, when there is a problem, it most likely is because of a particular service or network communications link, as opposed to the machine performance itself. Monitoring these additional solutions can aid in identifying problems faster and getting the unit operational again in less time.

View ATM performance from your customer's perspective.

How do you measure failed customer interactions? Is it based on the number of times a customer attempted to use an ATM but was unsuccessful? How do you classify (or even know) if a customer withdraws money but cannot make a deposit? Can you identify trends and the underlying issues that drive these failed customer interactions? Are there patterns to be aware of (e.g., do problems happen at specific machines, during certain periods of the day, etc.)? Ask yourself, "How can we spot these issues and resolve them faster?"

Simply put, a metric such as "ATM Availability" isn't expressive enough to capture the diverse range of things that result in lost revenue opportunities or poor customer experience at a modern ATM. Challenge your team to think about your ATM's performance from a user perspective

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