

PRIORITIZING ATM UPGRADES TO MAXIMIZE ENGAGEMENT



As the banking technology industry explores new ways to drive the customer experience, we should search for out-of-the-box innovation.

This innovation, though new and evolving in nature, should ultimately satisfy the needs of consumers.

So, how do you know which features to pay for and which ones to let pass?

Ask yourself if the new features meet the following criteria to help prioritize them:

