

CASE STUDY - JANUARY 2020

ATM CONSUMER ENGAGEMENT

OVERVIEW



In the United States, a bank's successful credit card offer experiment demonstrates the potential to drive greater customer engagement (and revenue) through ATM's.

SITUATION



A network of ATMs was configured by a small regional bank to recognize specific users who fit a credit approval and demographic profile. An invitation was then shown to apply for the card (only once per person) when the customer used one of these configured ATMs.

OUTCOME



The response rate was more than 20 percent – far higher than the two percent typically achieved in direct mail campaigns.

TAKE-AWAYS



ATM's integrated with other banking systems can drive engagement and extend the relationship with customers, generating higher ROI and revenue for financial institutions. However, these traditional channels have evolved independently, leading many banks to create "silos" of unconnected information. It's not just ATM's that need to develop, but how financial institutions expect ATMs to drive their business forward.

