



## COMMANDER™ MARKETING SUITE

# ENHANCE CONSUMER CONVERSATIONS FOR MORE PERSONAL INTERACTIONS.

Imagine an ATM that welcomes your customers by name, knows their language preference, and remembers their usual transactions. COMMANDER Marketing Suite enables a personalized experience while giving you centralized control for 1:1 targeted offers, start and stop dates, targeted deployment, lead generation and speed-to-market efficiency. It deepens brand awareness and allows for segmentation, data capture, CRM integration and favorite transactions at the self-service device. COMMANDER Marketing Suite can be configured with COMMANDER Operations Suite modules to provide additional value and efficiencies such as dynamic campaign groups

COMMANDER Marketing Suite is a cost effective, modular approach to promote your offerings and third party products. Create revenue of your entire ATM fleet by attracting new customers with geographically and demographically targeted features and special offers. The user-friendly interface makes it easy run targeted campaigns based on time, ATM-group or location as well as receiving insights to analyze your ROI.

## DELIGHT CONSUMERS WITH SCALABLE SOLUTIONS TO COMPLEMENT THE SELF-SERVICE EXPERIENCE



### **CAMPAIGN MANAGER** **MARKETING OPPORTUNITIES FOR ANY WINDOWS®- BASED SELF-SERVICE TERMINAL**

Manage and deploy all marketing content via a wizard-based promotional workflow that enables non-technical users to create, validate, target, deliver and track marketing campaigns by region, brand, location, data and even by time of day. A real-time desktop view provides details of all marketing across the estate and comprehensive playtime metrics and statistics provide information to measure the value of self-service marketing. Change is rapid and can be made in days or even minutes instead of weeks. No reboot is required.



### **PERSONALIZATION MANAGER** **HARNESSES THE UNIQUE POWER TO DELIVER MULTIPLE "THEMES" AND USER EXPERIENCES**

Enable a personalized experience for specific demographics and offer consumers the opportunity to use the internet channel to personalize their ATM interface and transaction set-up. With customer-defined usual transactions and preferences, transaction speeds are faster and queues reduced. Additionally "intelligent personalization" driven by metrics and customer behavior statistics can begin to drive where the self-service experience adapts to a customer's usual or recent behavior.

We've got a solve for that.™

# WITH THE ACQUISITION OF PHOENIX INTERACTIVE, DIEBOLD HAS STRENGTHENED ITS END-TO-END SOFTWARE AND SERVICES.

## **1:1 MANAGER ENABLE PERSONAL TWO-WAY CONVERSATION TARGETED TO A SINGLE CARDHOLDER**

Generate a lead, capture and update preferred contact details – or close a sale with a targeted personal conversation. The dynamic text together with high impact graphics means the details of the message can be unique to an individual account holder. Requires Campaign Manager.

## **ECOMMUNICATIONS MANAGER EXTEND PRODUCT OFFERS AND 1:1 COMMUNICATION BEYOND THE SELF-SERVICE DEVICE**

Offer consumers a more environmentally friendly way to receive the details of their transactions with email and text message receipts sent straight to their mobile phone or inbox. With eCommunications Manager, consumers to get coupons and offers electronically so that they can follow up on items of interest when it is most convenient for them. Information such as email address and telephone number can be pre-populated for an even more efficient experience when leveraged with Personalization Manager. In addition to e-receipts and coupons, eCommunications Manager also lets you build electronic campaigns that can be created to align with your existing marketing efforts on other channels.

## **CONTENT MANAGER: REMOTELY CHANGE ANY CONFIGURATION PARAMETER OR AVAILABLE BUSINESS FUNCTIONS ON A SELF-SERVICE DEVICE**

Respond proactively to local, regional or isolated events – ensuring maximum availability of the self-service channel while strengthening brand image. Authorized non-technical users can remotely change a business function permanently or for a specified date range for the entire self-service estate or a single device – without a reboot and without impacting availability. This centralized control provides speed to market efficiencies, while ensuring consistencies at device level configurations.

WE'RE MAKING IT EASIER THAN EVER TO CONNECT PHYSICAL AND DIGITAL TOUCHPOINTS TO CREATE SEAMLESS, EFFICIENT CONSUMER EXPERIENCES. **CONTACT YOUR DIEBOLD REPRESENTATIVE TODAY.**