



DIEBOLD MARKETING AT THE ATM PERSONALIZED SERVICES

DELIVER COST-EFFECTIVE, TAILORED MESSAGING FROM A SINGLE PLATFORM.

Customer-centric mobile integration and advanced self-service functionalities are changing the way consumers bank. As valuable face-to-face interaction diminishes, the ATM is emerging as a highly visible substitute for the teller. As such, it represents a key opportunity for financial institutions to connect. Reportedly, consumers spend approximately 200 trillion seconds each year staring at “Please wait” messages. Reclaiming this “lost” time empowers financial institutions and fosters growth. Diebold Marketing at the ATM Personalized Services enhances this opportunity by providing a single, easy-to-manage platform for targeted messaging.



EMPOWER CONSUMERS WITH EFFICIENT, PERSONAL TRANSACTIONS

Marketing at the ATM offers central monitoring for an entire ATM network, simplifying the financial institution's ability to engage. What's more, it generates specific campaigns relevant to individual interests and behaviors, and speeds transactions with learned preferences.



YOUR IDEAL AUDIENCE

The ATM is the most highly used customer access channel in retail banking. Creating a personalized experience is critical.

We've got a solve for that.™



PROVIDING AN ENGAGING, USER-SPECIFIC ATM HAS NEVER BEEN THIS FAST, EASY OR COST EFFECTIVE.

SELECT THE SOLUTION THAT FITS

Customers can expedite the process by pre-staging transactions, choosing which account to access and the amount to be withdrawn. With Mobile Cash Access, consumers scan a quick-response (QR) code on the ATM screen from any smart device, including tablets. Cloud authentication allows the user to perform transactions without a card, while two-factor authentication keeps transactions secure.

IMPROVE SECURITY AND DECREASE FRAUD

Marketing at the ATM is available in multiple formats to meet individual branch requirements. Diebold-managed personalization – With Diebold-hosted,

Diebold-managed solutions, financial institutions can focus on core business goals while Diebold does all the work. For instance, Diebold customizes “Welcome,” “Please wait,” and “Thank you” screens on a monthly basis to select ATMs or an entire network. Advanced personalization is available with Campaign Office™ as a managed service. It provides the ability to set fast-cash, language and receipt preferences; offer coupons and request specific actions from individual customers; and target specific ATMs within a fleet with messaging and campaigns.

Campaign Office™ as a service – This Diebold-hosted, customer-managed option provides all the personalization functionalities without

the IT expense. Through a secure web link, it empowers financial institutions to tailor marketing messages based on consumer demographics, account information and interests while allowing end users to set self-service preferences at the ATM.

GET MORE OUT OF EVERY CAMPAIGN

Featuring advanced reporting functionality, Marketing at the ATM effortlessly tracks campaign performance. Financial institutions can partner with Diebold to monitor conversion rates, route positive responses for follow-up and tag negative responses to avoid repeat offers – all at a fraction of the cost of traditional media.

YOUR ATM FLEET IS CAPABLE OF MORE. MARKETING AT THE ATM IS JUST ONE OF MANY SOFTWARE LED SOLUTIONS THAT INTEGRATE WITH THE DIEBOLD COMMITMENT TO PROVIDING HIGHLY PERSONALIZED CARE. CONTACT A DIEBOLD REPRESENTATIVE TODAY.