

# Unlocking the Value of your ATMs through Outsourced Managed Services



Chuck Diulus,  
Elan Financial Services

ATMs are critical to the success of your bank. Today's customers want and expect immediate access to their money – at every ATM location, 24 hours a day. ATMs remain the leading touchpoint for a bank to interact with customers. The quality of the ATM customer experience drives customer loyalty.

When your ATMs are down, your customers are frustrated. A fleet of under-performing ATMs can cost you customers. A steady flow of angry social media comments prove that point. Can your bank afford this risk?

In today's increasingly regulated and competitive economy it is imperative for you to capture the maximum return on technology investments – and that includes your ubiquitous but often overlooked fleet of ATMs. Industry studies continue to prove how challenging ATM management can be – particularly with the rising costs and increasing demands on your bank's time and resources.

Regulatory upgrades and compliance issues are two of the biggest challenges facing the industry today. Strict government regulations and ongoing compliance issues – such as this past year's EMV® mandate and Windows 10® on the immediate horizon - can be a real operational challenge. Focusing on these challenges can steal precious time and resources away from other priorities and revenue opportunities.

And that's not all.

As more and more convenience features

on ATMs are introduced, banks are leveraging new offerings for their marketing, cross-selling and client acquisition objectives.

By now your cardholders are both familiar and comfortable with all the traditional ATM functions from cash withdrawals and check-image deposits to statement requests and PIN changes. These transactions provide speed and convenience for your valued customers.

In order to continue to meet the needs of customers, particularly the technology savvy millennials, you will be expected to provide new ATM capabilities that transform the ATM into a customer-focused channel for value added services and convenience which in turn, will provide greater customer retention and improved bank profits.

Leading providers of outsourced managed services for your ATMs will work with you to introduce new services such as cardless ATM withdrawals and Interactive (two way video-enabled) Teller Machines.

The move to cardless ATM withdrawals is gathering speed across the country. Cardless ATM withdrawals update the ATM by combining a bank's mobile and ATM channels to deliver faster and more convenient cash withdrawals for customers. In addition to enhancing the functionality -- and value -- of the ATM itself, the new capabilities are expected to become very popular with customers and improve customer loyalty and retention.

Outsourcing these business critical functions to an ATM Managed Services provider can help you meet that challenge head on by competing more effectively, offering the latest and most sought after services across your locations, maximizing communication opportunities with cardholders and achieving economies of scale. A comprehensive ATM outsourcing program will help you optimize your ATM

investment, meet client expectations and bolster brand image and credibility.

A flexible, turnkey ATM program can offer complete client support and card management, Web-based reporting and a commitment to service. The top-tier of managed services providers will also offer a modified outsourcing plan, in which the bank owns the ATMs and contracts with the vendor for only the services that are needed. With either type of program your bank can be assured of receiving the industry expertise and leading technology to prepare your ATMs for the future.

From the outset, Elan has been a pioneer in ATM Managed Services, understanding the current technology and regulations and looking beyond today's solutions, ready for everything that lies ahead. Elan is focused on customer needs and we have redefined ATM Managed Services by creating a competitive operations advantage for our clients along with an optimal ATM experience for your cardholders.

In today's increasingly self-service economy it is imperative for you to capture the maximum return on one of your most valuable technology investments – your fleet of ATMs.

Bankers spend millions on providing the best services and building inviting locations to attract customers. Now is the time to make the same type of investment in your greatest customer touchpoint – your fleet of ATMs. The right partner for outsourced managed services will have the tools and the dedicated staff in place to make sure your ATMs have the same engaging appeal and consistent uptime performance. **I**

Contact Diulus at [chuck.diulus@elanfs.com](mailto:chuck.diulus@elanfs.com) for information about how Elan can unlock the value of your ATMs.