ATM Content Manager & Targeted Marketing

Content Manager Customizes the ATM Experience

PSCU's ATM Content Manger provides an effective tool to manage a credit union's ATMs. It can be used to cross sell products and services that complement your overall marketing plans and strategies. This flexible tool allows credit unions to build and distribute marketing content on their ATMs within the STAR network. Credit unions can rest assured their marketing campaigns are downloaded correctly, on time, every time – ensuring the ATMs are updated and continue to provide quality service to their cardholders.

Reach Cardholders through Targeted Marketing

Targeted Marketing allows the ATM owner to target individual cardholders with unique marketing messages on the ATM screen and receipt. The Targeted Marketing client interface allows ATM owners to define and schedule marketing campaigns right from their desktop. This interface enables your credit union to leverage the ATM channel with your other delivery channels to cross-sell financial products and enhance the member experience.

Solution Summary

PSCU's ATM Content Manager and Targeted Marketing is a flexible tool used to build and distribute content packages on ATMs from one central location, allowing you to:

- *Personalize the ATM experience for the cardholder*
- *Cross-sell relevant products and services*
- *Easily customize graphics and content on demand*
- *Reinforce your brand*
- *Enhance competitive advantages*
- *Streamline ATM management*
- *Target non-members using your ATMs*

Features include:

- Deliver unique marketing messages to the ATM screen and receipt

- Target groups of cardholders or individual cardholders

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- Messages may be text or graphics

- Opt-In Polling with "Ask Me" capability

- Target cardholders with promotional offers and track responses in real time

- Automate "Welcome" database and "Authorizer receipt messaging"

Build Long-Term Relationships with Transaction Personalization

Transaction Personalization provides your cardholders with the ability to customize their own settings. Once these preferences are set, the cardholder never has to select the options again. As profiles are accessed, the ATM's functionality allows the ATM to connect to the First Data host and search for a profile.

- Language preference (eight languages supported)

- Receipt preference

- Cash disbursement preference

- Cardholders can change and delete profiles

- Changes are effective immediately

- The "Fast Cash" option can be customized to incorporate your credit union name

- Combined PIN entry and "Fast Cash" screen

- Can also be offered to everyone using your ATMs, not just your own members

Provide On-The-Go Convenience with Deposit Automation

Deposit automation provides support for unique check and cash depositories, allowing cardholders to make deposits without envelopes directly into the ATM. A digital version of the check is created and can be transmitted to the credit union for clearing, ultimately removing the paper check from the process flow.

- Reduction in deposit fraud risk (empty envelopes)

- Increased cardholder confidence and convenience when making ATM deposits

- Potential to direct some branch traffic to the ATM

- Captures both sides of the check

- Faster availability of funds

- Ability to recycle high-volume, deposited cash and reduce requirements for ATM replenishment

- Faster processing