



TouchPoint® ATM

Unlock the potential of your ATM and improve customer loyalty

Three quarters of your customer's interactions with you are through the ATM, yet this valuable cross-sell and marketing opportunity goes untapped. Expand the horizon of this trusted customer channel to increase cross-selling opportunities and expose additional services.

Financial institutions are facing pressure from customers to provide increasingly higher levels of personalized services. To meet these expectations, banks and credit unions need to move toward an enterprise, multichannel architecture, meaning their core systems need the ability to support the high degree of integration that is necessary between the different product lines, channels and customer information.

FIS™ understands this shift in consumer service expectations and through its TouchPoint ATM solution offers the necessary IT architecture to support these changes. By exposing increased capabilities of your existing ATM investment, TouchPoint ATM enables financial institutions worldwide to capitalize on consumers' evolving expectation that they should be able to bank anywhere, anytime. By leveraging a service-oriented architecture and data aggregation, TouchPoint ATM reconstitutes the ATM channel and provides financial institutions with new marketing and sales opportunities at the only delivery channel historically lacking a qualified direct-sell capability.

Improve Marketing and Cross-sell Opportunities

TouchPoint ATM, the latest channel enablement module in the TouchPoint Suite, is a multicomponent solution that enables a bank's ATM fleet to become an integral part of their multichannel strategy. More specifically, TouchPoint ATM allows a bank to leverage their primary self-service channel in crosschannel initiatives to support sales and marketing campaigns, providing a consistent experience for their customers across all channels and customer touch points (when combined with other TouchPoint channel modules such as Sales, Service, Online Banking or Teller).

The solution supports advanced functionality such as targeted messaging, teller-type transactions, multibranding, faster deployment of advanced services and transaction types, and cross-channel orchestration of customer interactions with the bank.

As part of FIS' All-Channel™ strategy, along with the branch, call center, interactive voice response (IVR) online and mobile banking, TouchPoint ATM bridges the information silos and leverages the TouchPoint architecture – improving efficiency and enabling all customer information from the various channels to be aggregated for improved customer transparency, heightened customer centricity and improved sales.

With TouchPoint® ATM:

- Enable targeted marketing and teller type capabilities to the ATM with minimal impact to the current EFT switch and ATM estate
- Enrich the customer experience by enhancing traditional transactions and enriching new and enhanced transactions with customer specific information
- Reduce operational and support complexity by deploying an optional hardware agnostic, fully integrated ATM client software package to your ATM fleet
- Engage the ATM channel into a cross-channel orchestration strategy, allowing for the participation of this unassisted channel in an overall SOA banking infrastructure



Never Compromise.



TouchPoint® ATM

Re-energize the self-service channel with TouchPoint ATM

TouchPoint ATM is compatible with most popular legacy ATM switch platforms and can help banks extend and leverage the use of their ATM fleets without any major changes to the legacy ATM switch. In fact, TouchPoint ATM can help reduce the workload on the existing legacy ATM switch platforms and improve the time-to-market for new advanced services and transaction types at the same time. This capability combined with the added benefits of enabling the ATM fleet to participate in cross-channel management of customer interactions and sales and marketing campaign orchestration is a highly valuable and unmatched set of functionality that only the TouchPoint suite can provide.

TouchPoint ATM enables you to extend new functionality through your ATM channel without increasing the load on your switch. By routing nonfinancial transactions “off switch,” TouchPoint ATM frees up vital capacity on your switch, enabling more financial transactions at the ATM – yet another reason to look more closely at the efficiency and savings TouchPoint ATM delivers.

The TouchPoint ATM Client

The TouchPoint suite includes a superior ATM client application that delivers unique capability to the ATM fleet. The TouchPoint ATM Client enables you to create a competitive procurement environment which translates to lower costs, higher availability, increased security, regulatory compliance and rapid deployment of a single application across your self-service fleet. The addition of FIS’ proven TouchPoint ATM Client Application ensures the best face to your customer, one-stop shopping for your financial institution, first-to-market with new functionality, and the ultimate success of your all channels strategy, all packaged with an integrated development and testing environment.

About the TouchPoint Suite

The FIS TouchPoint suite of customer interaction solutions helps financial institutions enhance sales and service through all delivery channels, including the ATM, branch, contact center, Internet, mobile and your network of relationship managers. At the heart of the suite is Xpress Enterprise Services, the architecture that provides efficient, consistent, informed communication across all delivery channels. The suite is available in modules, enabling institutions to address their greatest needs first, and then add more capabilities as needed.

Get started now

For more information on how your financial institution can benefit from TouchPoint ATM, or any other TouchPoint module, please visit www.fidelityinfoservices.com or call 888.323.0131 to speak with a representative.



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