

TRANSFORMING THE CUSTOMER EXPERIENCE IN THE BANK BRANCH

An NCR Whitepaper



Putting the retail back into retail banking



A NEW CHANNEL IS EMERGING

In the current competitive market, it is vital for retail banks to find a way to reduce the cost of service provision whilst at the same time exceed customer expectations. As banks strive to find the correct balance, the time is now right to make use of alternative channels in the branch environment. Financial kiosks provide effective transaction automation without compromising customer service.

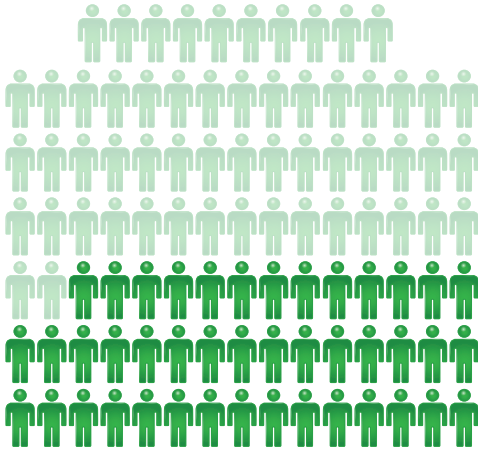
Customers are now familiar with self-service in all walks of life:

- ATMs in branches and off-premise locations
- Self-service kiosk check-in for flights at airports
- Self-service check-out in the grocery store

Furthermore, technology advances mean that kiosk is now a robust channel providing the 24x7 availability demanded by banks and their customers.



THE CHANGING BRANCH ENVIRONMENT



According to Novarica

**'43 PERCENT
OF CUSTOMERS**

**Prefer banking at the branch
over any other channel'.**

In a multi-channel environment the branch still remains a key focus for customer interaction.

Financial kiosks allow banks to:

- Lower costs
- Drive revenue
- Allow more flexibility in deployment locations
- Enhance the customer experience at the branch

Used effectively, kiosks will redefine customer behaviour to coincide with changing customer needs and expectations.

Kiosks can transform the service offers at the branch by providing a platform to deliver new services and extending existing services – both with greater efficiency. This has the benefit of encouraging wider customer utilisation of lower cost channels whilst facilitating customer dialogue and sales opportunities.

KIOSK: WHAT ARE THE BENEFITS?



Transaction migration

Many routine transactions still take place today at the branch teller line. Moving transactions like balance enquiries, funds transfer and statement printing onto kiosk allows the teller to spend more time interacting with customers. Credit card or loan repayments can also be made using this technology – either from an account or using cash. As labour intensive low-value transactions tend to be expensive, migration to the kiosk helps drive down costs and allows tellers to spend more time interacting with customers.

Providing new services

Financial Kiosk provides a great opportunity to offer new services to customers, without adding additional pressure to your teller line. For example banks can offer their customers additional bill payment or third party services such as ticketing or stored value card top-up. A bank might partner with a utility company to provide a bill payment service at the kiosk, increasing the convenience for their own customers and attracting potential new customers.

Enhancing existing services

Kiosks can be used by customers to book appointments with branch staff and to check-in for appointments when they arrive at a branch. In this respect the kiosk is complementary to the branch concierge or reception desk function, making the branch staff's job easier and enhancing convenience to the customer who can take ownership for making an appointment that suits their schedule.

Improving service availability

Used in a branch lobby, the kiosk can provide 24x7 availability of a wide range of account maintenance and payment services. Having created this expectation, however, it is essential that the kiosks are available whenever the customer wants to perform the transaction and so availability must be of a similar level as the other self-service channels.

KIOSK: WHAT ARE THE BENEFITS?



Advertising and marketing

Financial Kiosks provide a marketing opportunity, as promotions may be shown at the kiosk while a transaction is being processed. These messages can be changed based on different locations, times of day and the types of transactions the customer is carrying out. In addition, linkage to backend customer information allows targeted and relevant marketing messages to be displayed.

Alleviating pressure

When we think of migrating transactions it is normally from the teller counter to self-service, however in some markets there is a need to alleviate pressure on the ATM. In countries such as India and Singapore, ATMs can offer up to 70 different transactions. Where these prove popular the result can be large queues for people wishing to withdraw cash from the ATM. Therefore in some markets it makes sense to shift non-cash dispense transactions to kiosk, where customers have the opportunity to spend more time without feeling pressured or causing disruptions in ATM traffic patterns.

Adoption of developing channels

A kiosk can also provide services customers do not currently use via other channels. Offering Internet banking on a kiosk within the branch allows customers to use the service within a secure network infrastructure removing concerns about privacy and security. Where customers lack confidence to use Internet banking, the use of a concierge service coupled with an intuitively designed easy-to-use kiosk can encourage adoption.

Generating new revenue streams

Kiosks provide the bank with significant revenue generating opportunities. These are of two types; enhanced product discovery and the corresponding purchase of bank products and the provision of fee based services via third parties. Whether it is enabling bill payment using a bar code or QR code, ticket sales, stamps, mobile phone top-up, in each instance the bank is able to levy a fee.

GETTING IT RIGHT

In a multi-channel environment, transaction automation is key to a successful branch strategy. Changes within the branch are needed to ensure an efficient, effective delivery channel, but there is no 'one size fits all' strategy.

Your checklist for successful kiosk deployment in the branch:

- Offer the right transactions
- Ensure ease of use and availability
- Balance the mix of services on offer
- Ensure services are available to customers when and where they need them
- Kiosk design must promote ease of use and secure transactions

Banks recognise that delivery channels are interdependent and it is important to provide a consistent customer experience across all such channels, including the kiosk. Where the strategic deployment of kiosks is in the context of cultural and organisational change this will result in economies of scale and other benefits. It is now possible for a customer to initiate a transaction on one channel and to complete it using another.



NCR FINANCIAL KIOSKS

NCR SelfServ™ 4 and SelfServ 8 kiosks are designed to maximise and enhance customer interaction, enabling a wide range of routine transactions that can be migrated from the teller counter or the ATM.

Their flexible, modular and cost efficient design means they can meet varying transactional requirements, whether in the branch or in other locations.



How can NCR Financial Kiosk serve your customers?

Customers by-pass teller queues to perform a variety of transaction themselves

- Account opening
- Account maintenance
- Appointment booking and check-in
- Financial product search and purchase
- Pay bills
- Print statements
- Funds transfer
- Search for loan, credit card, deposit and insurance rates
- Receive quotes and apply for new products or service
- Complete 3rd party transactions like ticket purchase

NCR FINANCIAL KIOSKS DELIVER:

EASE of use

- NCR kiosks are designed with advanced user interface technology and NCR advocates a 'big button' approach to kiosk user interface design.
- Screens need to be intuitive and easy to use for the customer, making it simple for them to complete their transaction in as few steps as possible.

Built-in SECURITY

- NCR Kiosks provide the high level of security that financial institutions require.
- They are EMV and PCI-compliant with APTRA™ applications, and are available with NCR's full suite of security offerings, including Solidcore Suite for APTRA.

CONSISTENT customer experience across channels

- As the kiosks are built on the XFS platform, software from other channels (be it ATM, teller, online or mobile banking) can be extended onto kiosk.
- Applications can be re-used on the kiosk providing economies in leveraging the investment already made in other channels.

Increased AVAILABILITY

- NCR Kiosks provide 24x7 availability by using the same proven technology employed in NCR SelfServ ATMs and can be managed alongside the rest of your self-service network with tools like APTRA Vision and Gaspar Vantage™.
- NCR leverages a combination of remote problem resolution, hardware maintenance and data analysis to ensure that financial kiosks are available for crucial transactions.

DELIVER THE ULTIMATE CUSTOMER EXPERIENCE

When we talk about branch transformation there is no one solution suited to all. Every bank is different and each branch varies in terms of transaction volume and customer profile.

The introduction of kiosks extends self-service opportunities and transforms customer interaction at the branch. The focus is on incremental change, making it easier for customers to perform selected transactions thus improving the overall customer experience.

Flexible deployment and NCR's modular configuration of kiosks means banks are able to match services to customer needs, providing them with greater choice as to how they interact with their bank.

NCR's depth of experience, intelligent solutions and commitment to client consultation will help you achieve a profitable, consistent and sustainable financial kiosk solution.

**Transform
customer
interaction**

**Enhanced
ease-of-use**

**Match services to
customer needs**

**Offer more choice
and convenience**

Why NCR?

With over 125 years of experience and knowledge, NCR is a leading global provider of payments, assisted- and self-service solutions. NCR has been the global number one manufacturer of ATMs for more than 22 consecutive years. We help our clients around the world improve their customer interactions, implement change quickly and proactively, and transform their businesses to become leaders and change agents. We can help you, too.

Find out how NCR can help you incrementally transform the customer experience in your branch network, with solutions that benefit both your customers and your bottom line.

Let's Stay Connected

Watch the
NCR Kiosk Video

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