

# Enhanced ATM Services

First Data offers a range of enhanced ATM services designed to attract and retain customers, increase cardholder usage, and improve customer satisfaction and loyalty.

## Transaction Personalization

Each contact with a customer is critical. To create long-term relationships, financial institutions should transform the quality of each customer contact.

Without upgrading a terminal or software, financial institutions can improve the cardholder experience via Transaction Personalization.\*

This service offers your institution's cardholders:

- \* Pre-set receipt option, dispensing a receipt for withdrawals or not at all, deferring to the preference of the customer
- \* Pre-set dollar amount, personalized "fast cash" in customer-configurable amounts, reducing the transaction time of the cardholder
- \* Pre-set language screen, allowing cardholders to bypass the language screen, thereby improving customer service

Options can be created or modified by cardholders at any of your institution's ATMs.

## Remote ATM Management

Via the STAR® Network's Remote ATM Management service, you can customize graphics and content on demand, from a centralized location. You eliminate the expense of a terminal-by-terminal update process, and gain more control and predictability over your ATM program.

Messages can be displayed on the "welcome" screen, or when the transaction is being authorized. With day parting, you can control messaging to customers at different time intervals. You can offer a morning, afternoon or evening advertisement, along with a coupon.

## Benefits

- \* Enhance your relationship with cardholders
- \* Increase your customers' level of satisfaction
- \* Create a competitive advantage
- \* Increase potential revenue due to increased functionality
- \* Streamline the management of your day-to-day ATM program management
- \* Decrease operational costs

## A Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

For more information, contact your First Data Sales Representative or visit [firstdata.com](http://firstdata.com).