

Fortune 500 Bank Enhances Customer Experience with Improved ATM Performance

U.S. bank solves struggles with ATMs





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U.S. bank with 1,800+ ATMs and 1000 branches across 8 states solves struggles with ATMs in the time it takes one customer to deposit their weekly paycheck

“I found cleaning the ATM was very easy. We had a lot fewer jams, that required the machine to be serviced by a tech.”

Bank Branch Manager

CHALLENGE

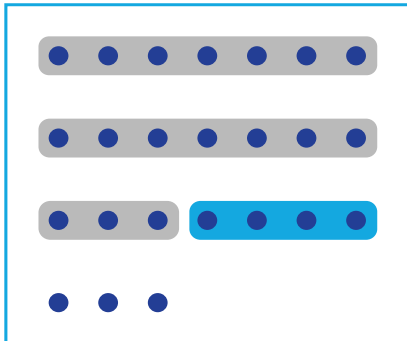
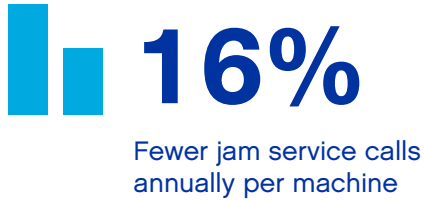
A \$1B+ bank processing tens-of-thousands of transactions a day started to feel the pain created by jams occurring with their deposit ATM fleet. These errors created reconciliation events when the amount deposited couldn't be immediately recorded in the customer's account. Not only is the process to resolve these issues time-consuming, but it was shown to create a negative impact on the customer's experience and brand loyalty.

After some research, ATM Fleet Managers suspected the issue was occurring due to deposit ATM devices that were not regularly cleaned. Without taking advantage of the opportunity for preventative maintenance, the ATMs were simply not able to perform consistently and deliver on customer expectations. Plainly stated, the ATM jamming persistently automatically triggered the need for reconciliation, as customers couldn't complete their transactions.

Although the fleet managers believed that regular cleaning would reduce these issues and ultimately improve customer experience, they were still at a loss as to what products they should use and how often.

SOLUTION

Enter KIC, brought in for their technical cleaning expertise and proprietary products. KICTeam suggested to the fleet managers that they implement a weekly cleaning program using a system of cleaning cards specially designed for their deposit ATM fleet. Because of KIC's patented Waffletechnology® and MiracleMagic™ cleaning agent, these cards have the ability to reach and remove dirt that a standard card couldn't. The bank then tested the program on 20 ATM's, capturing targeted metrics for a 60-day timeframe.



RESULTS

After 8 weeks, the weekly cleaning routine resulted in a reduction of 3.4 jam service calls annually per machine. Other findings outside of expected results included many benefits that boosted the bank network’s profitability, including:

- Fewer check image issues
- Increased ATM availability
- Higher acceptance rate on currency deposits
- Faster transaction speeds due to fewer multiple-attempt deposits
- Fewer failed transactions that require customers to seek teller support
- Improved customer experience

CONCLUSION

Through regular cleaning, the testing demonstrated a 16% reduction in service calls caused by jams, resulting in greater availability. The bank continues to assess the effects of cleaning on the customer experience and is considering expanding the program.



KIC creates proprietary and patented cleaning solutions designed to enhance the performance of tech devices in fast-growing industries. We adapt our innovations to specific devices, powering the world’s most successful businesses in Banking, Retail, Healthcare, C-Stores, and Gaming. Leveraging 20+ years’ experience and 50+ OEM relationships globally, KIC’s exclusive programs and products deliver enhanced business performance and unmatched customer experiences.