

## **Exceeding Consumer Expectations and Driving Efficiency in Your Self-Service Channel**

*Greg Donahue, Senior Director of Product Marketing, Hyosung*

The ATM and self-service channel is ripe for disruption. Consumers today demand more self-service than ever. This trend spans many industries. Take shopping for consumer goods, for example. Companies across the globe (Amazon comes to mind) are creating solutions that enable their customers to do more with self-service.

However, Hyosung self-service goes beyond providing traditional transactions through a channel that may or may not be working when they try to use it. Consumers demand capability, availability, and a consistent look and feel across all channels of interaction. The functionality at an ATM should exceed the capabilities offered via the mobile and online channels.

Let's compare the experience of a customer at the ATM to the experience of a customer using your mobile application on their phone. The mobile app provides capabilities associated with the customer's mortgage, car loan, home equity line of credit, peer-to-peer payments, bill payments, and much more. The ATM gives them access to a checking account and maybe a savings account. They can withdraw and deposit cash or checks to these two accounts only. Why the disparity?

We aim to explain why most ATMs today miss on consumer expectations and, more importantly, what that means for your institution.

Perhaps the biggest inhibitor to innovation is the legacy ATM infrastructure. While it enables financial institutions to transact at any terminal, progress and innovation in this space have been slow since its inception. Most ATMs authenticate and pull information from the host via a magstripe on a physical card. Customers get access only to the accounts and information tied to that card.

The problem is that the checking or savings account tied to that plastic card does not represent the full scope of the customer's financial relationship with the institution. The customer gets no access to loans, credit cards, money market accounts, etc.

And don't forget about cardless transactions. Because of these same infrastructure limitations, very few ATMs support much in the way of cardless transactions.

Financial institutions across the globe are investing heavily into omni-channel platforms that provide consistency across channels. Your customers use the ATM channel thousands (in many cases millions) of times per month – but most institutions are forgetting that their ATM channel cannot deliver a true omni-channel experience. The legacy ATM infrastructure is holding you back from meeting the growing demands of the consumer.

To combat the gap between consumer expectations and the reality of the current ATM experience, many Hyosung customers are leveraging a self-service integration directly to their core processor. In this scenario, a credit union's or bank's customer transactions will be pushed directly to the core processor, and "off us" transactions will be processed by the ATM infrastructure. The "off us" transaction set will be limited to what is offered by the ATM switch today but still can be processed at any ATM – and can still drive surcharge revenue.

Customers can accomplish most, if not all, of the transactions typically performed by a teller. For example, a customer can make a credit card payment, make a mortgage payment, or borrow from their home equity line of credit, all from the ATM. This has enabled our customers to use self-service as an extension of their branch network, dramatically improving customer satisfaction and significantly reducing costs.

A direct core integration also enables future technologies like cardless transactions. Many of our customers are using palm-vein scanning as a method of biometric authentication. As more consumer transactions outside the bank and credit union space trend toward cardless, consumers will have the same expectation for their ATM experience.

Hyosung has been providing the industry's only true core integration branch-transformation solution for the last six years. And many Hyosung customers are now leveraging their core integration across all their ATM configurations. Providing consumers with a full suite of transactions and a consistent experience has led to significant cost savings for each of our customers.

Hyosung customers have seen a dramatic shift in transactions from

the teller line to self-service. In the past, gains from this migration were relegated to island drive-up ATMs and perhaps other branch ATMs. But Hyosung now enables financial institutions to create even more efficiency by extending full-service capability to all self-service terminals.

Hyosung uses a proprietary middleware that enables seamless integration into virtually any core processor. The most experienced channel-transformation team in the industry will guide your institution in configuring the perfect experience for your consumers.

As banks and credit unions evaluate both their ATM channel and branch strategies, they should be looking for technology that exceeds consumer demands and provides bottom-line value to their institution. A core integrated self-service strategy is the most efficient way to provide valuable, consistent experiences to your consumers. Hyosung is the logical partner for executing a core integration strategy in the self-service channel. We have invested significant resources to be in a unique position as the only provider in this space, because it can truly transform retail banking at any financial institution.

For more information on how core integration can help you exceed customer expectations, contact Susie Chung at **[Susie.chung@nhausa.com](mailto:Susie.chung@nhausa.com)**.