

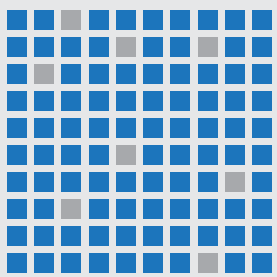
TRANSFORMING YOUR SELF-SERVICE

CFM

An Infographic Guide to Lowering Operational Costs with Self-Service

By The Numbers

How many institutions are investing in self-service machines?



92%

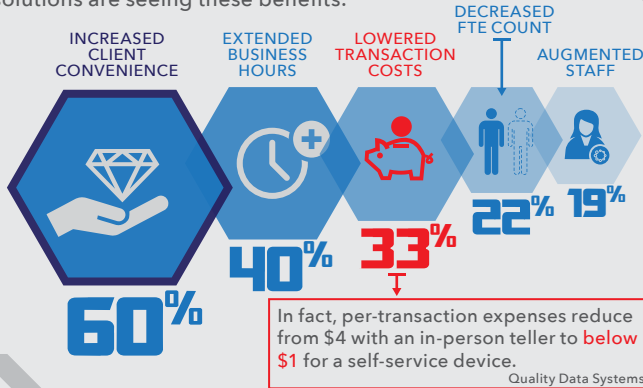
With staffing and operating costs at an all-time high, it's no surprise nearly all financial institutions leverage self-service in their branches.



In fact, self-service solutions were ranked as the most critical technology to retail branch strategies.

Why are financial institutions investing in self-service machines?

Institutions who have invested into self-service solutions are seeing these benefits:



The Different Self-Service Solutions



The ATM

Leveraged by **92%** of financial institutions.

We're talking about traditional ATMs. Used by clients—and only by clients—these machines complete basic transactions without the help of an associate.

Integration capacity: ATM rails only

All ATMs are self-service machines, but not all self-service machines are ATMs. Keep reading for the real self-service game-changers!



The ITM

Leveraged by **36%** of financial institutions.

Like an ATM, but with the ability to have two-way video conversations with associates for complex transactions.

Integration capacity: Limited options



The Self, Assisted, & Full-Service Kiosk

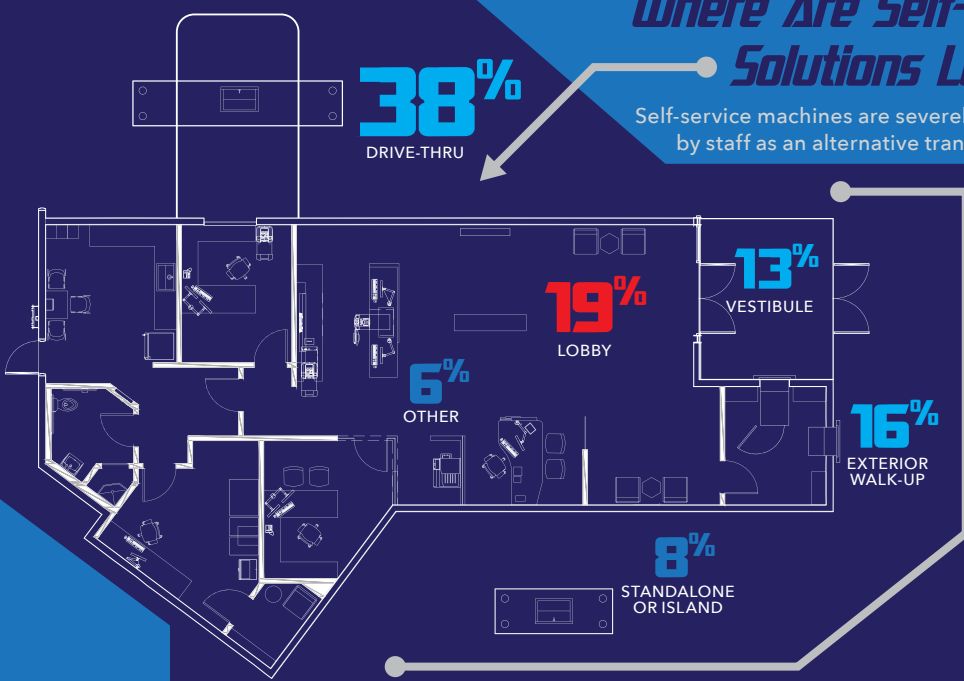
Leveraged by **14%** of financial institutions.

Unlike all other self-service solutions, these kiosks are fully integrated into your core. They are capable of self, assisted, and full-service when paired with associate tablet interfaces. This means it can be leveraged in your drive-thru, lobby, vestibule, and exterior walk-up areas.

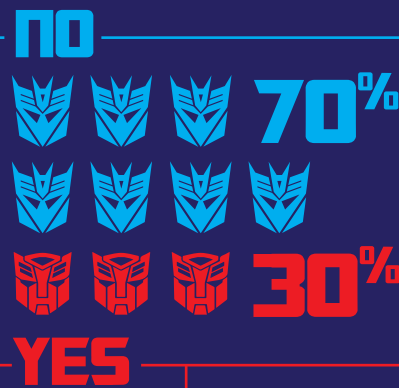
Integration capacity: Fully integrated

Where Are Self-Service Solutions Located?

Self-service machines are severely underutilized by staff as an alternative transaction station.



Can your associates use your self-service solutions as a transaction station?



PRO TIP: Boost your branch efficiency and client experience by adding flexibility for associates to drive assisted and full-service transactions from a tablet interface. Check out how this works with **GENIX**.

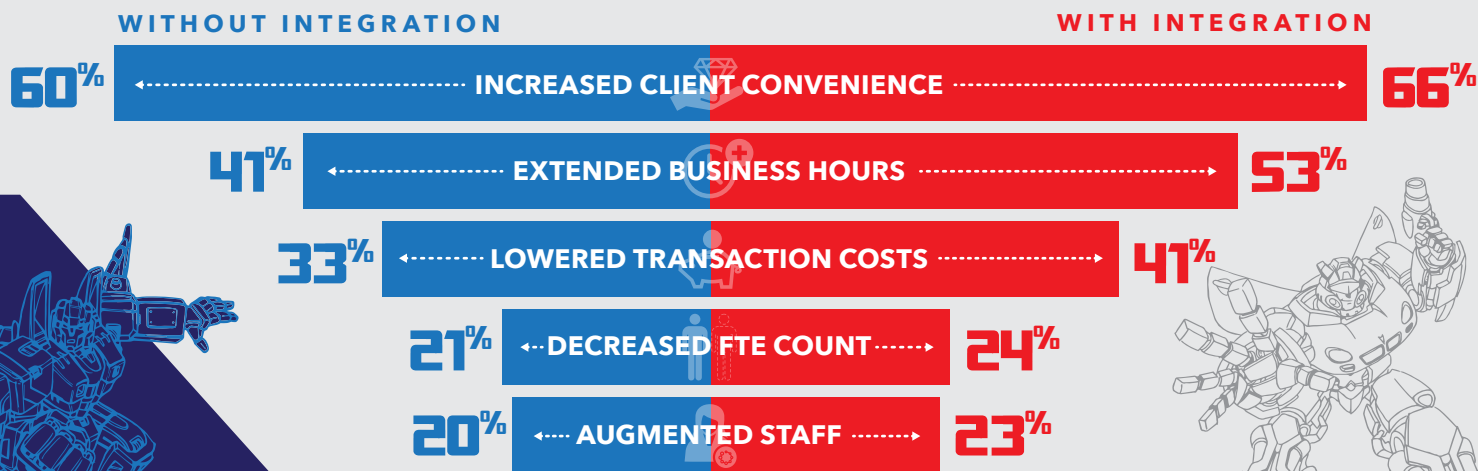


The Benefits of Integration

Only 50% of financial institutions are tapping into the power integrated self-service solutions. This means that the benefits could be much, much greater!

Want proof?

Here's a comparison between benefits seen by those with and without integrations.



So, the real question is this:

Why aren't more institutions using integrated self-service kiosks? **It's simple, a lack of integration options.**
The good news? **CFM has a solution for that.**



GENIX

GENIX is a universal self-service kiosk integration that offers self, assisted, and full-service capabilities for complete transaction sets and client convenience.

- Deposit cash
- Cash withdrawal
- Make change
- Deposit checks
- Cash check to the penny
- Print cashier's checks
- Transfer funds
- Pay loans & credit cards
- Bill breakdown
- Print/email receipts
- View account activity
- Request help

Ready to join the revolution?

Take the first step and schedule your demo today.

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