

# LARGE US BANK WINS CUSTOMERS AND BOOSTS SALES WITH DIEBOLD'S PERSONALIZED MARKETING SOFTWARE



One US bank has been able to deliver personalized, targeted marketing messages to its customers, strengthen its brand and lower the cost of new client acquisitions — all without using traditional marketing channels.

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**Agilis® Campaign Office™ marketing software combines personalized content with cost-effective marketing at the self-service terminal. One large US bank used the technology to enhance interactivity, strengthen its brand, generate revenue and redefine the ATM experience.**

While some financial institutions might argue that directing customers to the self-service channel diminishes the personal nature of the transaction, this multi-state bank has found the opposite to be true. Through ATM marketing software, this financial institution has been able to provide consistent messaging and personalized banking services to its customers at every delivery point, while using a more cost-effective way to market to customers and non-customers alike and not only reinforce, but also enhance its brand image.

This financial institution simultaneously improved customer satisfaction, reduced costs, fostered relationships and generated revenue. As a longtime Diebold customer, the bank added Agilis® Campaign Office™ to existing terminals and transformed its entire network of ATMs into virtual tellers to cost-effectively offer products, promote new services and cross sell. Agilis Campaign Office also enabled the institution to advertise and promote its services to non-customers at the ATM. Most importantly, the software strengthened the bank's connection with its customers by enhancing interactivity and personalizing the ATM experience.

The financial institution deployed the technology across its entire ATM footprint. The marketing software enabled the institution to target campaigns specific to each customer. For example, current customers receive messages designed to promote value-add services such as membership in the bank's reward program and debit card activation, while non-customers receive messages offering cash premiums for opening new accounts.

Furthermore, promoting products and services at its self-service channel, rather than traditional media outlets, has reduced the bank's cost per impression. The results have proved that ATM marketing is just as effective, if not more, than traditional media. By using its ATM network as an additional customer touch point, the bank generated an additional 2.3 million impressions within a year, while experiencing an average 6.25 percent response rate on current customer campaigns and an equally impressive six percent response rate for non-customers. Awareness marketing messages of the bank's reward program reached a staggering 17 percent response rate.

The bank attributes the impressive statistics to its newfound ability to make transactions more personal and promotions more targeted. Agilis Campaign Office allows offers to be segmented by location and customer demographic. The system factors in each customer's account information to present a highly targeted offer relevant to his or her specific interests and needs. Non-customers are targeted with offers designed to convert them to bank customers. In its first year of using targeted marketing, the bank acquired more than 25,000 new accounts through Diebold's one-to-one marketing software.

Diebold's marketing software also allows the bank to use its ATM channel as an extension of its brand. Agilis Campaign Office uses browser-based screens to enhance the visual experience and provides a user-

friendly interface. Each consumer transaction screen can be customized with backgrounds, buttons, fonts and languages to support the bank's branding and boost sales. The bank also uses the new, professional looking screens to promote local events at its branches and engage customers at every delivery channel.

With Agilis Campaign Office, one large US bank is changing the game when it comes to how financial institutions communicate with, and market to its self-service customers. By empowering customers and personalizing their ATM experiences, the bank is fostering deeper relationships with its existing clients and becoming more relevant to new generations of ATM users. Thanks to Diebold, each transaction also provides this financial institution with a new opportunity for profit.



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