

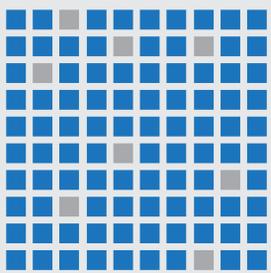
# TRANSFORMING YOUR SELF-SERVICE

CFM

An Infographic Guide to Lowering Operational Costs with Self-Service

## By The Numbers

How many institutions are investing in self-service machines?



**92%**

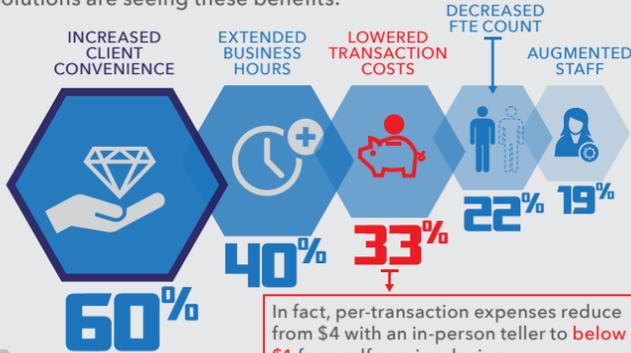
With staffing and operating costs at an all-time high, it's no surprise nearly all financial institutions leverage self-service in their branches.



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:



In fact, per-transaction expenses reduce from \$4 with an in-person teller to **below \$1** for a self-service device.

Quality Data Systems

## 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

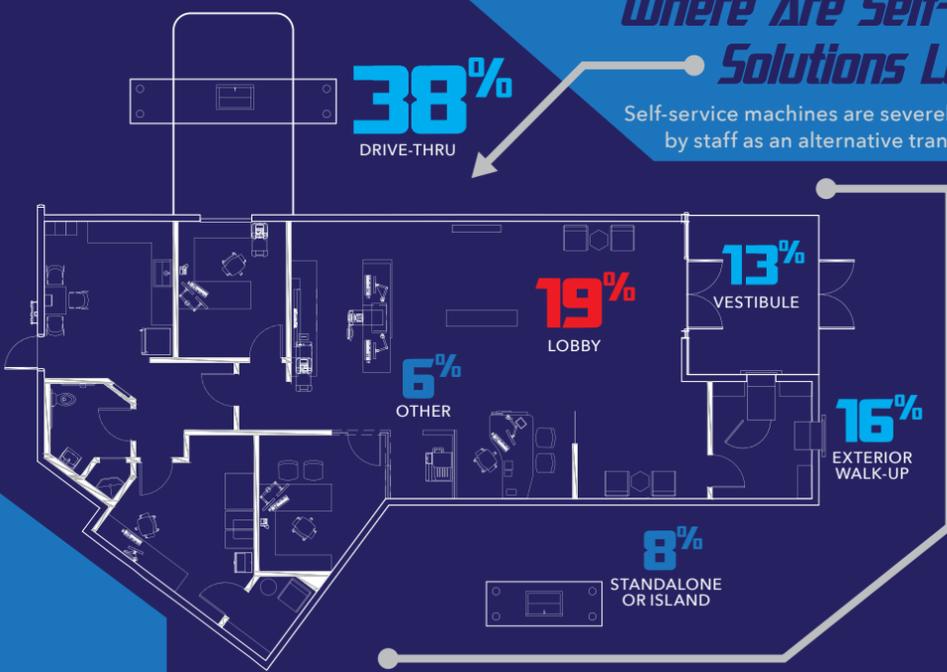
Leveraged by **14%** of financial institutions.

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.

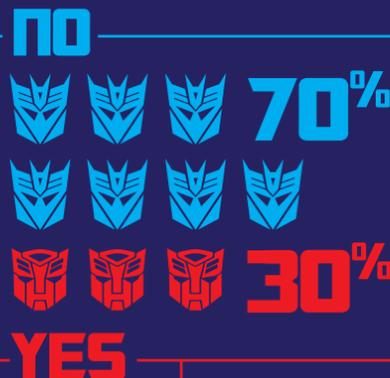
**Integration capacity:** Fully integrated

## 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**.

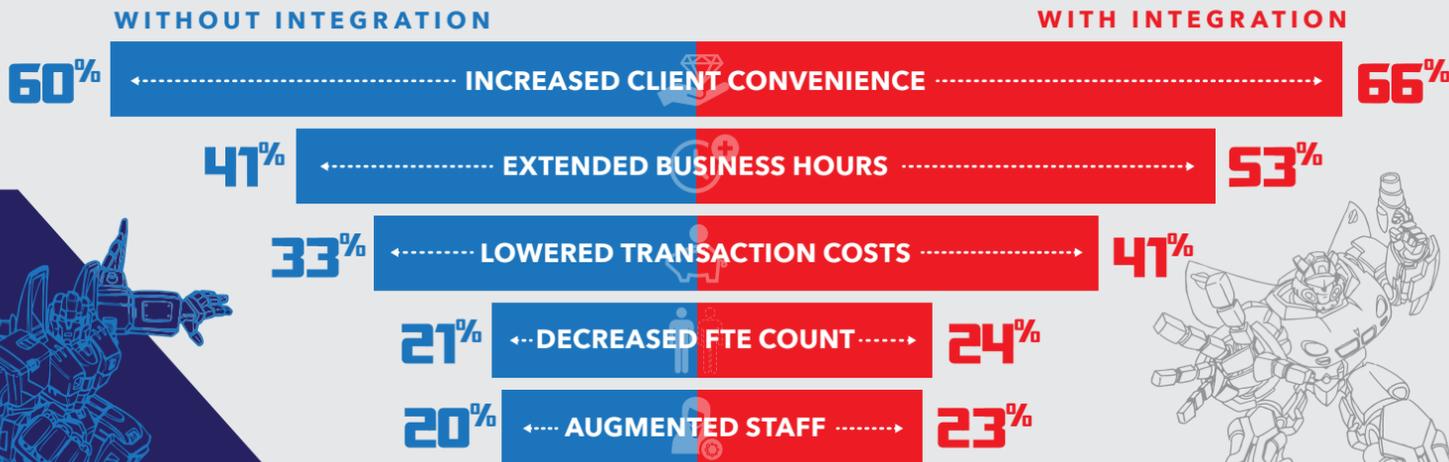


## The Benefits of Integration

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.

480.783.5864 | advisors@cfms4.com | www.whycfm.com

All sources not cited: CFM's 2022 Retail Banking Technology Trends Report