



PwrCRM™

One-to-One Interactive Targeted Marketing for ATMs



Move from mass-market static impressions to targeted and interactive marketing campaigns that can generate sales leads and new revenue opportunities at the ATM

PwrCRM™

A Fully Integrated CRM Based Customer Communication System

PwrCRM™ is a powerful application that enables real-time 1-to-1 interactive targeted messages on self-service terminals for two-way communication with consumers. PwrCRM manages all your CRM and targeted marketing related functions, from establishing cardholder data and customer attribute segmentation rules, to development and management of campaigns, and instant analysis of responses. Campaign creation, scheduling, auto-delivery of content to targeted ATMs, monitoring and analytics, are all done via an intuitive web interface.

EXTEND YOUR CRM STRATEGY TO THE ATM CHANNEL

A customer relationship management strategy can no longer be viewed as a nice to have. In order to be successful in today's digital age, intelligent acquisition marketing must apply to all customer touch points, including the ATM. With PwrCRM, what was once thought to be impossible is now possible for all financial institutions regardless of size or resources. Whether you are looking for a complete standalone solution for your ATM channel, or one that can integrate with an existing CRM system, PwrCRM delivers on that promise without expensive ATM hardware or software changes. TEKchand has been delivering vendor agnostic solutions for over 14 years with expert implementation, determined customer support, and an unwavering dedication to excellence.

Key Features

- ✓ **Multiple Gateway and Interface Options** to deliver targeted messages to support ALL ATMs, regardless of ATM application, hardware vendor, or operating system.
- ✓ **Complete Standalone CRM solution** which includes a PCI compliant database with over 70 customer and device attributes, a complex rule writing logic for message targeting, and a built-in data mining and analytics engine.
- ✓ **Define Priorities and Impression Rules** to precisely define which message needs to be shown to whom, where and how many times based on BIN, Card Number, ATM Location, Time of Day and Customized Customer Segmentation Rules, and more.
- ✓ **Take Action Based on Customer Responses such as Not to Offer a Campaign again to a customer who already accepted or declined, and send alerts on such events.**
- ✓ **Track the Campaign's Performance** via Web UI and sophisticated reports and analytics available for view, download, or interface to your lead fulfillment center.

For more information about **PwrCRM** or the **ATMLive Manager** Platform, contact **TEKchand LLC**, at sales@tekchand.com or call 1-888-512-0462

Additional Features

- ▶ **Target Key Screens** in the Consumer Flow such as Welcome, Wait, and Thank You with personalized messages; print custom headers, trailers, images on receipts or generate a requested coupon.
- ▶ **Designed for Managed Services** – Our Multi-institution structure allows organizations to host the platform and offer ACM to multiple financial institutions as a managed service provider.
- ▶ **Dynamic Data Tags to auto-update** content based on variable information (ex: Hello <Name>, You are pre-approved for a loan of <Pre-Approved Loan Value>)
- ▶ **Capture Variable library concept** to properly segment and record customer responses and store them back to the customer database.
- ▶ **Host Exception Overrides** where a regularly scheduled marketing message is replaced if the Host encounters an exception during (ex: NSF) transaction processing.
- ▶ **Concept of Personalized Default Graphics** to stage mass marketing messages on the ATM in case the CRM engine is out of service.

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PwrCRM™ PLATFORM

UNLOCK THE VALUE IN YOUR ATMS



PwrCRM™ TECHNOLOGY OVERVIEW

PwrCRM is part of the ATMLive Manager Software, a Service-Oriented Integrated Solutions Delivery Platform. The software platform delivers a suite of products that can be deployed individually, or as part of a combined product suite. This has resulted in a deployment philosophy of “only what you need, when you need it”.

The ATMLive Manager Platform is a powerful server-side engine with multiple web services based interface options to support ANY ATM configuration and deliver the solutions to the endpoints. The power of the modular client-server architecture platform comes from TEKchand’s guiding product design principle -- to deliver solutions that are quick-to-market, easy to operate and manage, cost effective to implement, and achieved with PCI compliance in mind. All products in TEKchand’s suite are engineered to work across all multi-vendor ATM applications and DO NOT require any ATM hardware or software changes to implement.

Architecturally, a “thin” client ATM agent approach is utilized to be least intrusive to the native ATM Application enabling quick certification. An intelligent “Device Handler” business layer incorporates the ATM Application vendor interface requirements, and a Web-based multi-admin user Interface conveniently manages all product roles and functions.

The backbone of the PwrCRM product is the CRM Transaction System supplemented by the integrated Content Distribution engine. PwrCRM Campaigns are created and scheduled for activation via a Web UI. The graphic content for the campaigns is then remotely distributed by the TekEx Agent installed on the ATM. Once the campaign object is available on the device, the CRM Transaction System automatically begins processing targeted marketing requests, and any requisite two-way communication.



ATMLive Manager Platform One Platform | Multiple Solutions | Any ATM

TEKchand’s application suite for ATM Marketing takes you down a pragmatic path toward marketing nirvana. Starting with timely and meaningful marketing impressions, followed by enabling customers to customize and personalize their transaction experience, and finally, delivering the marketing “dream” by converting impressions into a targeted, two-way cardholder communication with interaction and feedback. TEKchand and its PwrCRM application gives any financial institution a competitive advantage to compete in today’s marketplace.

NO SUBSTITUTE FOR EXPERIENCE

TEKchand clients benefit from over 14 years of experience and detailed expertise from working with all major ATM applications in varied and often complex networked environments, assuring a smooth and problem-free implementation.

Solution Delivery Requirements		
ATM Host Interface Changes?	TekEx ATM Agent Required	ATM Configuration File Changes?
OPTIONAL	✓	YES



PwrCRM is the backbone of the ATMLive Manager Platform Suite of Products for ATM Marketing, primarily because it is specifically designed to uncover the sales and revenue potential in your ATM portfolio

TEKchand’s Marketing Products for the ATM allow you to implement a phased approach to revitalize your most frequented consumer touch point. Each product is designed to meet the complex requirements of integrating the ATM channel into your marketing mix. Start with ATMContent Manager, then add Cardholder Preferences and PwrCRM to complete the roadmap to transform any ATM portfolio into a personalized, robust visual experience and interactive marketing driven sales platform.

Let TEKchand Unlock the Value in Your ATMs.....TODAY!

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