



10 Ways to Drive Incredible Value from Your ATM Program

Are you getting the revenue you deserve from your ATM program? How much time are you spending managing the day to day? The ATM channel is an extension of your branch channel. In a world where the ATM offers 24x7 service, leveraging the use of this self-service channel to build engagement and drive value for your credit union is essential to growth.



Driving Incredible Value with MAA

MAA offers top notch ATM that helps you own the process, focuses on ensuring ATM availability, providing assistance to the other channels (channel migration from the branch channel and the ability to direct members to the digital channel), and build a relationship with your members through trusted transactions management. We also help you to:

- 1 Ensure your ATM is a perfect representation of your credit union's value proposition; accessibility and high-quality service
- 2 Manage the hardware and software upgrades
- 3 Manage machine forecasting and replenishment
- 4 Focus on continuous improvement – software updates, security software, new technology features, and back-end accounting.
- 5 Keep up with compliance demands and security concerns
- 6 Manage maintenance needs
- 7 Deposit processing/settlement
- 8 Manage REG E claims
- 9 Provide staff training and time
- 10 Have one partner you can trust
It allows us (the credit union) to be in the member business and not worry about the technology business.

MAA has the experience of managing large and small fleets with an extreme level of responsiveness that adds tremendous value to your program.