

CASE STUDY

Dillard's is up↑

The ATMs at Dillard's were a concern. Shoppers were having trouble accessing cash. Service issues, lengthy response times to service calls, cash outages and slow transactions were not uncommon experiences. Not a situation you want to have at a department store.

To remedy "The-unhappy-shopper-syndrome-because-of-a-slow-performing-or-not-working-ATM," Dillard's turned to ATM USA. ATM USA developed a Managed Department Store Solution that provides quality products and speedy processing services.

Sherrill Wise, treasurer at Dillard's, had this to say about ATM USA. "Since ATM USA's machines have been in our stores I've never had a problem, and they have created a great cost savings to us."

Dramatic increases in uptime.

Dillard's and its shoppers have enjoyed a drastic improvement in ATM Uptime with levels of more than 99%. The ATM USA Communication Platform saves Dillard's more than \$15,000 per month compared to its previous ATM provider, and transaction times have decreased from 20 seconds to 5 seconds. That means efficiency is officially UP. The ATM Managed Solution in place for Dillard's includes:

- The 99% Uptime Guarantee and Communication Platform Services
- Transaction Trafficking Services and Network Access Services
- First Line Maintenance Calls and Technical Service Calls

Uptime is the priority with the ATM USA Service Console.

The ATM USA Service Console has made a dramatic difference in helping to predict ATM downtime before it becomes a problem. Dillard's shoppers and management alike have noticed the difference. The console monitors everything from cash levels to usage. Wise stated, "(ATM USA) called at one point to make sure the machines were okay because there were fewer transactions that day. That kind of response is hard to find."

All in all, ATM USA and Dillard's have a strong partnership in Uptime. Customer satisfaction is up. Efficiency is up. Dillard's is up. Wise sums it up like this: "The company has been great to deal with, and the service is outstanding. I would highly recommend ATM USA." Now that's somebody who understands that uptime is everything.

Challenge: Service issues, lengthy response times to service calls, cash outages, slow transactions. Dillard's was having trouble with unplanned ATM downtime with their old ATM partner, and costs were out of control.

Solution: With the ATM USA Communication Platform, Dillard's saved more than \$15,000 per month compared to their previous ATM provider. And with the ATM USA Uptime Guarantee and fast response times to service calls, Uptime is better than ever.

Dillard's



"Since ATM USA began managing our ATM Portfolio, our service levels have gone way up and our profitability has increased."

Sherrill Wise
Treasurer
Dillard's