

CASE STUDY

WilcoHess is up↑

While seeking a way to enhance the ATM business in its expansive convenience store network, WilcoHess turned to ATM USA. The stores were pursuing a service for their customer base that would be more specialized than the basic convenience store ATMs. Their goal was to partner with a regional bank that had an overlapping customer base to provide bank-brand ATM machines in the stores.

ATM USA was ready to answer the call. With experience and solid relationships in the banking industry, ATM USA was able to find a way for a regional bank, which already had a presence in a small percentage of WilcoHess stores, to fully expand in a cost-effective manner. ATM USA provided user-friendly machines that cost 1/3 less than the models used in bank branches, but still featured the bank branding and name. The solution was a win-win, as it fit the needs of both the bank and the convenience store chain.

Customers see benefits

Customers across the region benefited as well, with the usefulness of cash-availability from their personal bank at even more convenient locations. The added bonus of better hours as well as no service fees for cash withdrawal for banking customers bolstered the reputations of both the convenience store as well as the bank for being customer-friendly.

Partnerships that work

ATM USA takes pride in its Uptime Guarantee and strong customer service team. But relationships like this three-party partnership demonstrate that the company is willing to go the extra-mile to fill a niche for their customers. Troubleshooting machines is part of ATM USA's expertise, but finding solutions for unique customer needs is also a priority. In the end, ATM USA takes pride in customer satisfaction—and the domino effect that occurs when their customers' customers are also satisfied.

Challenge: Major convenience store chain wanted to provide more specialized ATM machine experience in its stores—giving customers a bank-brand name machine.

Solution: ATM USA created a successful three-party partnership that provided a solution for both WilcoHess and the regional bank and strong service for their shared customer base.

