

# ATM and Branch Locator Service

The ATM and Branch Locator Service makes it easy for your customers to use your website to find your ATM and branch locations.

Digital Insight's ATM and Branch Locator Service goes above and beyond the traditional static listing of ATM and branch locations typically found on financial institutions' websites. This service ties into most major ATM networks to allow your users to search for in-network ATMs by geographic location, helping them to avoid ATM fees from other institutions.

## Financial Institution Benefits

**Boosts traffic to your website from existing customers**, thereby increasing exposure to marketing campaigns and cross-sell opportunities.

**Automatically updates your listings when ATMs or branches** are added to your network and includes those new locations in user searches.

**Reduces expenses** associated with foreign ATM fee-reimbursement programs when customers use this solution.

**Positions your institution as a consumer advocate and trusted resource** by helping consumers avoid and/or manage ATM fees.

## Customer Benefits

**Quickly and easily finds ATM and branch locations** based on geographical criteria (address or zip code).

**Helps avoid fees on ATMs** when customers are away from home.

**Finds shared branches as part of their search results** (based on your financial institution's participation in a shared branch program).

## Features

**Most major ATM networks represented** via Digital Insight's partnership with LocatorSearch, LLC, the premier locator service in the industry.

**Financial institution-owned ATMs and branches can be added** to your specific database.

**Home page search feature** makes it easy for users to find and use the service.

**Results are presented in table format with a map displayed;** users can refine their results from the results page.

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Banks and credit unions turn to Digital Insight for innovative online and mobile banking technologies that drive growth. For nearly 20 years, our leading solutions have helped financial institutions engage consumers more meaningfully and more profitably.

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