

NCR Transaction Design Services

Would you like to create the branch experience of tomorrow today?

YES

Transforming the customer experience

The main challenges for banks today are providing “world-class” service and removing the hassle and time from transactions while delivering product sales in an ever increasingly competitive market. NCR Design Center delivers Transaction Design Services that focus on all aspects of self-service and beyond—from the terminal to its environment of use. This ensures that your customers get what they want, as efficiently and effectively as possible, at every transaction point.

- **Focused design to optimize consumer experience**

Design is a key component in any retail banking solution. An attractive, easy to understand and use design—whether it’s your branch layout, service point or automated teller machine (ATM) transaction screens—enhances your customers’ experience and makes you stand out from your competitors. The NCR Design Center takes a holistic approach that provides a range of proven services, which remain focused on your business needs and reflect the realities of consumer use.

- **Redefine your branches to optimize revenue potential**

The key to successful adoption of the branch’s transforming role is NCR’s integrated self-service branch design philosophy. Using a combination of innovative branch layout and self-service technologies, NCR Transaction Design Services can redefine your branches. By delivering fast, routine transactions to your customers via your self-service channel, your resources are released to engage in higher-value business, enhancing the overall customer visit experience.

- **Tailored solutions to create your desired image**

The NCR Design Center will develop a unique design solution tailored to your specific needs, transforming your customer interactions by optimizing the delivery of your new “look and feel,” on-screen and in-branch.



For more information, visit www.ncr.com,
or email services@ncr.com.



Experience a new world of interaction

NCR Transaction Design Services

- **A unique approach leveraging best in class technique**

Using a set of exclusive, innovative processes like Customer Paced Service Modeling and Zonal Planning, NCR will identify the best position for each service point based on a variety of factors, including the duration of customer interaction, convenience, dwell times, real and perceived privacy requirements and target customer segments.

- **Considers all channels to improve customer retention**

Utilizing all the NCR technologies and strategies at its disposal (full-service, self-service and assisted self-service), NCR Design Center delivers scenarios and suggestions that maximize the branch environment and the screen interface. The implementation of these methodologies has been proven to reduce customer waiting time, attract more customers into the branch, increase sales volumes and reduce the number of specialists engaged in routine, low-value transactions, as well as improve accessibility and increase customer adoption and migration of new services and technologies.

- **Attract and retain more customers**

NCR Transaction Design Services bring differentiation to your self-service environment to attract customers and enhance customer usability by ensuring simple, intuitive and error-free ease of use. NCR Design Center will also look beyond self-service to other innovative channels like digital signage, dynamic messaging and on-screen promotion that further enhance the customer experience.

- **Greater opportunities to present value add services to your customers**

More and more banks deliver marketing messages and advertising alongside transactions. By delivering intuitive screen interface design, NCR Transaction Design Services allow your customers to be guided effectively through the transaction while also being presented the opportunities to pursue additional value-added services.



Key Features

- Integrated self-service design for the branch environment
- User interface design
- Service point customization
- Specialist design audit

Why NCR?

With over 125 years of global experience and knowledge, 13,000 consultants and technical support experts and a network of customer care centers, NCR provides best-in-class services across multiple industries. We help our clients around the world improve their customer interactions, implement change quickly and proactively, and transform their businesses to become leaders and change agents. We can help you, too.