With branch costs high, banks are continuously searching for new ways to reach customers without compromising on the quality of banking services. Lighter and cheaper than ATMs, kiosks have been gaining popularity as a convenient way to extend the bank’s footprint outside of the branch. However, banks have tended to roll out kiosks as a stand-alone channel disconnected from the rest of their self-service network.

BankWorld Kiosk is a highly-flexible solution that allows you to offering advanced banking services on compact kiosks. BankWorld Kiosk is seamlessly integrated with your other self-service channels enabling you to give your customers a consistent user experience on every touch point. With BankWorld Kiosk, you can parameterise the look, feel and functionality of your kiosk channel according to your bank’s self-service strategy. Customers are recognised across all channels allowing you to offer a tailored and unique banking experience for different customer types.

Read More...
BankWorld on Kiosk

CR2’s BankWorld is a future-ready multichannel banking platform that enables your bank to reduce costs, increase revenues and extend advanced banking services to strategically located kiosks. With BankWorld Kiosk, your clients get a superior user experience at the kiosk while enjoying a range of highly advanced and convenient services.

Customise, innovate and reach new customers

- A highly parameterisable solution

BankWorld Kiosk gives you the capability to offer both customers and non-customers a different look and feel, graphic focus and language, enabling greater segmentation of your customer base and providing the opportunity to serve different customers within the same platform. With BankWorld, you can decide which products to sell to which customers or provide competitive offerings to not-on-us anonymous customers. BankWorld Kiosk encompasses very useful operational and design tools which make delivering first class services on kiosks easy. Your marketing team can rapidly design new screens, products and services using a simple drag and drop process and roll them out to selected kiosks or to your entire network. You can change the product offerings of a kiosk on your network depending on need, location, day or any criteria you choose, for example, you could enable mobile top-up in shopping centres, loan applications at the branch or rent or school fee payments on university campuses.

Innovative services for customers and non-customers

Idle screen on kiosk

User-friendly touch screen navigation

| MOBILE TOP-UP | CARD ON/OFF | E-CHEQUES
|---------------|-------------|-----------------
| PRINT A4 STATEMENT | BILL PAYMENT | E-CHEQUES
| TRANSFERS | E-CHEQUES | Send to anyone
| E-CHEQUES | E-CHEQUES | Get the cash from our ATMs
| E-CHEQUES | E-CHEQUES | E-CHEQUES
| MORE SERVICES | MORE SERVICES | MORE SERVICES

Idle screen on kiosk

User-friendly touch screen navigation
Advanced functionalities for customers and non-customers

BankWorld Kiosk is a powerful, integrated channel which can easily be deployed anywhere and used for a multitude of services depending on your bank’s needs. It is an intelligent hybrid system which has built in support for devices as well as providing card authentication and statement printing. Customers can avail of personalised payments, card on/off, instant account opening, Money Voucher, P2P payments and domestic and international remittance. Non-customers can also access convenient banking services including bill payment, domestic remittance, Money Voucher and many more.

Stream revenue

BankWorld Kiosk incorporates many ways to drive new revenues on your kiosk channel. With new segmenting and targeting capabilities BankWorld enables you to send targeted, relevant product and service offers to specific customer profiles. Powerful cross-selling and up-selling tools will lead to more effective marketing campaigns and an increased product-per-customer ratio. BankWorld enables you to roll-out actionable advertisements and pre-approved offers and automated and instant product acceptance, increasing offer uptake and allowing you to get instant results from your marketing activities.

Easily acquire and generate revenue from new customers

Members of the general public can access banking services on BankWorld Kiosk creating an additional source of revenue for your bank through fees and charges but also creating greater brand awareness for your bank. BankWorld’s innovative services such as Money Voucher bill payment and mobile top-up allow both customers and non-customers to send money to anyone from your kiosks, creating a viral effect and enabling your bank to auto-acquire new customers. Kiosks can be easily deployed in remote areas increasing your customer reach and opening your bank up to new customer segments.

Superior customer experience

User-friendly touch screen navigation

BankWorld Kiosk has a user-friendly interface using touch screen technology for easy navigation. BankWorld Kiosk screens can be designed in line with your bank’s existing branding ensuring customers feel immediately comfortable on the new channel. BankWorld Kiosk can use features from the ATM or Internet channel depending on the look, feel and functionality your bank desires. For example, your bank could use internet features on kiosks in the branch to introduce less tech-savvy customers to internet banking in the safe and secure setting of the branch and increase internet banking adoption as a result. With BankWorld Kiosk, you are no longer limited to 8 buttons of services allowing you to maximise the screen space to provide first class and intuitive customer experience.

Seamless channel integration

BankWorld Kiosk is seamlessly integrated with your other self-service channels through the BankWorld platform. Your bank staff can remotely manage your entire self-service network from a centralised location allowing for greater control and management of all your channels. Bank staff will get a 360 degree of each customer’s interaction with the bank on every channel. A truly multichannel approach will create a consistent look and feel across your self-service network and provide a seamless user experience for your customers.
A cost-effective, ergonomic channel

- **Reduce the cost to serve your customers**
  Kiosk transactions are 4 times cheaper than branch transactions thus deploying kiosks as part of your multichannel strategy will enable you to significantly reduce your bank’s cost-per-transaction. BankWorld Kiosk solution utilises the same management tools as BankWorld ATM allowing you to leverage the skills base of your existing ATM support staff and greatly reducing the training costs associated with implementing a new channel. BankWorld enables your bank staff to manage all your self-service channels from a single point, streamlining administration and reporting and reducing the risk of human error and duplication of efforts.

- **Easy deployment, small footprint**
  Kiosks are light and easy to transport and install. Deploying a network of kiosks is quicker and cheaper than ATMs. Easy deployment and a smaller footprint make kiosks ideal for locations where branches and ATMs are not suitable. As BankWorld Kiosk utilises the same platform as BankWorld ATM it is easy for existing CR2 customers to deploy kiosk services in a very short time and an efficient manner. With BankWorld Kiosk, call outs are infrequent as your bank staff can manage your entire network from a single point, remotely deploying software and branding to kiosks and collecting logs and electronic journals from a single kiosk or from your entire network.

- **Increase your reach to strategic locations**
  Kiosks can be installed in strategic locations, either inside the branch or in off-branch locations. Within the branch kiosks can free up tellers for high-value or complex transactions and business development opportunities while kiosks in off-branch locations such as shopping malls, airports and universities enable customers to perform transactions at their convenience 24X7.

**Benefits of BankWorld Kiosk**

**Stream Revenue**
- Increase ratio of products per customer with efficient Cross-selling & Up-selling
- Automated and Instant Product Acceptance and Processing
- Greater segmenting and targeting capabilities
- New products and services designed and delivered quickly
- Allows branch staff to concentrate on more complex tasks and business development opportunities

**Increase Satisfaction**
- Improved services and responsiveness
- Instant delivery of products and services requested
- Personalised and unique offers
- Convenient new transactions
- A consistent look & feel across all channels
- Can be deployed anywhere

**Reduce Costs**
- 4 times cheaper than branch transactions
- Reduce queuing time in branches
- Faster and cheaper to deploy than ATMs
- Greater control and management
- In-house Product and Screen Design
- Multi-channel fraud protection
- Remote assistance, most issues can be fixed remotely
CR2’s BankWorld
A Personalised Self-Service Experience

BankWorld Product Suite includes:

- BankWorld Channel Manager: an integrated self-service platform driving a complete suite of electronic channels
- BankWorld on ATM: a powerful suite of solutions including an ATM switch, ATM management, screen design, monitoring and support tools
- BankWorld on Internet: best of breed internet banking solution for retail and corporate using portal technology
- BankWorld on Mobile: mobile banking platform compatible with all technologies: SMS, WAP, GPRS, Web and smartphone applications for iPhone, iPad, Nokia Ovi...
- BankWorld on POS: a point of sale acquiring and payment system
- CardWorld: a complete end-to-end card payment, management and processing service

Why Choose BankWorld?

BankWorld is the world’s only integrated self-service platform that enables you to drive all channels regardless of your existing IT system:

With BankWorld, you can:

- Service your customers anytime, anywhere, while at the same time reducing the cost to serve
- Offer personalised services to your customers
- Tailor product offerings across all or selected channels
- Speed up product’s time to launch
- Cross-sell to your existing customers
- Convert leads into immediate sales
- Avail of greater opportunity to generate new fee income

Your challenges have a BankWorld solution

www.CR2.com
CR2 is the market leader in innovative self-service banking solutions including ATM, Internet and Mobile

CR2 is the leading global provider of innovative self-service banking solutions providing banking institutions worldwide with robust and flexible ATM, Internet, Mobile and POS channels.

CR2 helps retail banks solve their complex business challenges by reducing operational costs, generating new revenue at the self-service channels and improving customer satisfaction through best-in-class technology and services.

CR2’s BankWorld is the only integrated self-service platform available that lets banks actively manage all electronic channels including ATM, Internet, Mobile, POS and Kiosks from a single platform. BankWorld enables banks to design new products, services and screens, provide a personalised offering to customers, cross-sell and upsell products to the right customer at the right time and right channel.

Over 100 banks in 60 countries have adopted CR2’s solutions, driving thousands of ATMs and servicing millions of internet and mobile banking users globally.

Headquartered in Dublin, Ireland, CR2 has a network of well-established offices strategically located in 6 countries (Ireland, Australia, South Africa, India, Russia and in the Middle East) and regional representatives to better service our clients in those regions (Europe, CIS & Baltic, Middle East & Africa, Asia & Pacific).