



Introduction to BankWorld ATM Studio



BankWorld ATM Studio is a powerful design tool that allows banks to create and rapidly deploy content-rich branding to their ATM networks.

CR2 offers a suite of training courses about this tool to cater for audiences that require anything from an overview of the tool to in-depth knowledge. This course is the first of three courses in the BankWorld ATM Studio Training Suite.



The course introduces participants to the ATM Studio tool. This eLearning course contains activities that allow the participants to practice simple tasks.

Benefits:

After taking this course, you will be able to understand the terminology used within the ATM Studio tool. You will also be able to navigate around the tool and will understand the branding process.

Having trained staff within the bank who understand the branding process and how to use the ATM Studio tool will result in greater efficiency, and lower consultancy costs.

Duration:
2 hours (eLearning)

Audience:

- ❖ Marketing personnel
- ❖ Graphic Designers working at or representing the bank



Our training is a blend of classroom and online training and includes:

- Overviews
- Installation
- Configuration
- Operations
- Tools

For more information please email us at training@cr2.com.

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Location:

As this course is an eLearning course, you can take the course anytime, anywhere.

Pre-requisites:

- ❖ A basic understanding of ATMs
- ❖ Some graphic design experience would be advantageous

Objectives:

At the end of this course you will be able to:

1. Explain how multiple brandings can be used to target different customer segments
2. Differentiate between different types of branding and explain the branding lifecycle
3. Navigate the ATM Studio tool
4. See how brandings look on different screen types
5. Explain the branding process

Course Outline:

- ❖ Terminology
- ❖ Home Branding & Multiple Brandings
- ❖ Card Types & Services
- ❖ Fascias and Resolutions
- ❖ Branding Process – Planning, Creation & Distribution
- ❖ Course Quiz

Materials:

This course is an eLearning course. There is a course glossary and several reference documents (in PDF format) linked to the course.

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