



Retailer ATM Benefits

UP TO 15% OF CASH TAKEN FROM THE ATM IS SPENT IN STORE

ATM ATTRACTS NEW CUSTOMERS IN TO STORE

ATM CAN THEN FACILITATE IMPULSE BUYS IN STORE

ON SCREEN ATM PROMOTION

BRANDED ATM

RECEIPT BRANDING

- BUILDS BRAND RECOGNITION
- GIVES A COMPETITIVE EDGE
- INTRODUCTION OF NEW PRODUCTS
- ENHANCES CREDIBILITY
- EASE OF PURCHASE
- DISCOURAGES RETURN IN STORE
- MEASURABLE ROI
- COUPONS OR VOUCHERS TEND TO SPEND A HIGHER AMOUNT IN STORE

CUSTOMER APP

LOYALTY APP LINKED TO RECOGNING LOYALTY APP WITH VALUE AS AN E-WALLET

POTENTIAL FOR IN STORE PAYMENT ECOSYSTEM

STAND ALONE DEVICE

THIS IS A NEW SERVICE WITH THE FOLLOWING FUNCTIONS:

- TICKET PRINTING
- LOCAL COMMUNITY SERVICES OFFERED E.G. THEATRE, PUB DEALS ETC
- LOTTERY
- BILL PAYMENT FOR CARDS
- OTHER

How can ATMs become a beneficial factor for your business?

Having an ATM in-store has many benefits, it increases footfall by up-to 20% and those customers will come back regularly to use the ATM. Another benefit is that customers using the ATM are more likely to spend their cash in store, generating an increase in in-store spending.

To aid customers with in-store spending ATMs can advertise current promotions and offers, they can even show voucher codes. The branding options don't end there. Receipts can promote store branding and can also be pre-printed on the reverse of the receipt to give customers more offers and highlight promotions.

If you'd like to know more, email sales@retail-bcg.com and we will be happy to discuss this with you further.

[Download infographic](#)

News



Sainsbury's abandons cash and card-free store pilot

UK supermarket chain Sainsbury's has added a manned till and two self-checkout kiosks following negative feedback...

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Mastercard to offer retailers fee incentive to boost cashback in UK

Mastercard has a new initiative to increase the UK's access to cash. Shops who offer cashback will earn a fee every time they dispense cash to a shopper paying with a Mastercard debit card...

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New income streams are literally popping up everywhere, catch up with our new services and contact us at: sales@retail-bcg.com



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