



## Case Study: Do You Want A Receipt?

On my way to work, I needed to get some cash so I could have some W.A.M. (*walk around money*). As many of you already know, most banks are closed until 9:00am, so in order to gain access to my money, I turned to my 24 hour / 7 day a week, high-tech, present day banker representative – Ms. A.T.M. Yeah, she’s female especially in my house and for good reason too but that’s another article all together... Any hoot, in order to gain access to Ms. A.T.M. I stopped at a local satellite branch for my bank, which will remain nameless - no reason to give them FREE press. At the satellite location, you must use your 3 3/8” by 2 1/8” bank card which holds the key to speak to her as well as the necessary security measures to ensure you are who you say you are, at anytime of the day, as well as at any location around the world.

Once my security clearance was approved, the door clicked and I was able to gain access to Ms. A.T.M, my high-tech, present day banker representative. I entered the door, I slowly walk up to her – humble and hoping she was operational. I inserted my bank card in the appropriate slot and began my transaction, which went like this:

English or Spanish? *I pressed English*

Enter your password: *beep beep beep beep;*

What is your transaction? *withdrawal*

From which account? *whichever one has money*

How much? *80 dollars – that’s a good total for some W.A.M.*

Processing your request...

*Since I went to my banks’ ATM, I wasn’t charged a service fee.*

*Flip flip flip flip - the sound of four twenties coming out of the machine*

Take your money...

**Do you want a receipt?** *Yes*

Would you like another transaction? *No*

Transaction complete

Please take your card.

*Beep Beep Beep*

Now, I shared all of that to say, that *back in the day*, my mother’s experience would have been totally different.

First and foremost, she couldn't go before heading to work unless she made prior arrangements to come in late. So, in this case, let's say she made these arrangements - she would have had to wait until the bank opened at 9:00am. Once she arrived at the bank

- she would have had to fill out a withdrawal slip, then
- wait in line for the teller, then
- watch as the teller raises her eyebrows as she admires the meager balance in her account, then
- receive the money she wanted,
- of course, offer her a service, knowing she didn't need, want nor afford it, then
- smile and greet her neighbors in line.

Now you might say, this sounds like a more civilized and humane way to start your day off, but is it *efficient*? *And what are the results of this change?* Technology has allowed our society the following advantages:

- More convenient for people like me, more access to my money.
- More privacy in my banking - fewer tellers looking at my account.
- Fewer employees on the bank's payroll.
- More time to focus on other business issues / transactions during a given day.

*Why is the experience different today than it was years back?*



Because networks of computers and easy-to-use software have enabled banks to deliver its retail services in a more efficient and more convenient way.

Unfortunately, banking is a "*necessary evil*" that can take a large chunk out of already busy schedules. As stated, visiting a branch can be time consuming while using an ATM (or even banking online), by its nature, can automate many of these processes, saving you time and, in many cases, money. With the use of technology, you can access your account and do your banking when (and where) it is convenient for you. In addition, most banks allow you to bank by phone as well. In this case, you are never too far away from accessing information about your money.

## Some *Fun* Facts About ATM Machines

- *ATM customers spend an average of 30 to 35% more than non-ATM customers.*
- *60% of Americans ages 25-34 and 51% ages 25-49 use ATM machines 8 times a month, withdrawing an average of \$55.00 per transaction.*
- *In 2001, there were 8.3 billion ATM transactions in the United States while in 2006, there were over 10.1 billion ATM transactions.*
- *Bank ATMs average 6,400 transactions per month.*
- *The most popular day for ATM usage is Friday.*
- *Among people that use both credit and debit cards, debit cards are used most often. 5.9 times per month versus 5.1 times per month.*
- *Independent studies show that cash retention among large retailers is 30-33%. Retention among smaller retailers is 35-40%.*
- *Nightclubs are seeing 70-80% of the dispensed cash staying at the club.*
- *Retail location ATM machines that dispense \$20.00 bills increase store sales by over 8%.*

## **Conclusion**

The way we handle daily task from financial transactions to pumping gas to making simple purchases of such items as books, has changed dramatically over the years. Using today's technological edge, a person's time is used more efficiently, with faster, easier, less expensive, and more convenience than ever before. In this particular case study, I dealt with a computer - an ATM, which is actually a computer connected to a nationwide network, running easy-to-use software. The use of such computers, networks, and software enables the industries - retail banking, gasoline distribution, and bookselling - to be conducted in much more convenient and profitable manner for all parties.

Needless to say, basic interface with the consumers is completely different than ever before.

- *Consumers' deal much more directly with the business with fewer live human intermediaries.*
- *For the business owner, there's more capital investment in computers and networks, balanced by less expense for labor and people in the front lines -- much less.*
- *And with today's cheap capital and expensive labor, it's a foregone conclusion that these trends will continue.*

- *And with consumers demanding more convenience, and wanting to conduct their business whenever and wherever they have a free moment, you can be sure that the market will drive all the banks to adopt the new model. It's the only way they'll be able to survive in business.*

In fact, almost more basic transactions occur at an ATM than in the lobby of a bank.

Other industries that affect the way we carry out the business of our day-to-day lives, are also beginning to change (or have successfully made the conversion) as a result of the power and ubiquity of computers and networks. Let's look at a few that are just beginning to change, and ask yourself:

*How is it different from the old way?*



*What is causing the change?*

*What disappears?*



<ul style="list-style-type: none"> <li>• Stamps and tracking packages (<a href="http://usps.gov">usps.gov</a> &amp; <a href="http://ups.com">ups.com</a>)</li> </ul>	<ul style="list-style-type: none"> <li>• Television (<a href="http://NBC.com">NBC.com</a>, <a href="http://ABC.com">ABC.com</a>, <a href="http://BET.com">BET.com</a>)</li> </ul>
<ul style="list-style-type: none"> <li>• Stock (<a href="http://etrade.com">etrade.com</a>, <a href="http://scottrade">scottrade</a>)</li> </ul>	<ul style="list-style-type: none"> <li>• Radio (<a href="http://npr.org">npr.org</a>)</li> </ul>
<ul style="list-style-type: none"> <li>• Groceries (<a href="http://peapod.com">peapod.com</a>)</li> </ul>	<ul style="list-style-type: none"> <li>• Shopping (<a href="http://ebay.com">ebay.com</a>)</li> </ul>
<ul style="list-style-type: none"> <li>• News (<a href="http://cnn.com">cnn.com</a>)</li> </ul>	<ul style="list-style-type: none"> <li>• Education (<a href="http://keller.edu">keller.edu</a>, <a href="http://phoenix.edu">phoenix.edu</a>, <a href="http://imagine2morrow.com">imagine2morrow.com</a>)</li> </ul>
<ul style="list-style-type: none"> <li>• Newspaper (<a href="http://usatoday.com">usatoday.com</a>, <a href="http://nytimes.com">nytimes.com</a>)</li> </ul>	<ul style="list-style-type: none"> <li>• Restaurant (Lou Malnati Pizza with next day delivery)</li> </ul>

These are efficient, responsive, effective, faster, cheaper, more convenient, and available to more people in more places at any time. So, in a free market, they will prevail. No area of business is untouched, unaffected. They are changing, inexorably, and quickly.

In short, technology has allowed us to live in an era of instant... from instant coffee to microwavable foods to common every day task as stated in this article. Technology can, and will continue to provide us with a glimpse into life as the Jetson's lived but deploying technology for technology sake isn't advantageous.

The face of these industries has changed considerably over the years and to be competitive you had to change or be left behind. For additional case study's on the subject, please visit my web site.