



Solutions . . . that matter.

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## Advantage Branch Console™

.....Providing you the "BRIDGE TO  
THE FUTURE" of retail banking  
- TODAY!

→New Teller line Designs

→Creative Technology

→Integrated Solutions



E-banking..... Cash dispensers ..... Café decors ..... while everyone in the banking industry is speculating on what the future of retail banking will be or should look like, Advantage Branch & Office Systems has already moved forward into a new evolution of retail banking with the introduction of its Advantage Branch Console™ (patent pending) teller line system. The Advantage Branch Console™ is a high-quality, modular and reconfigurable teller line design that incorporates creative technology into a new retail banking platform. Through the use of an outboard flat screen monitor and electronic signature pad, and an inboard high-speed duplex laser printer and software, tellers are now able to utilize an integrated solution to:

- **Increase customer service and retention**
- **Advertise and promote products and services**
- **Cross sell to existing customers**
- **Improve productivity and decrease staff turnover**

## Customer Service

Our proprietary Advantage Branch Software™ simply and easily compliments your existing platform software and allows the teller to **display your customer's most recent account transaction history** to the customer's outboard privacy screen, in the intimacy of their own space, and separated from the adjacent customer with privacy panels. When needed, **this simple and fast capability will reconcile the vast majority of customer account balance issues** before the customer has the time to become irritated, and without the need to send them to another queue line to consult a CSR.

A **printed copy of their recent activity can be quickly provided to the customer** to take with them to reconcile their account balance. The teller's duplex laser printer can also be utilized to advertise some of the bank's current offerings on the reverse side of the customer's account history.

## Advertising

When not needed to provide customer account assistance, the **outboard monitor is programmed to display a continuous loop of financial institution advertising messages and images**, thereby **reinforcing your television and print media programs**, at the teller stations. You can even offer small business customers “advertising space” as a way to entice them to open an account or retain them over the long haul.

In addition to offering **promotions on the reverse side of printed account statements**, your teller can also quickly and easily **print out a high quality, color brochure** on their own laser printer with a touch of a mouse or key stroke. “Smart Forms” can also print the customer's background information (name and bank identification), so that just the remaining product specific information for car loans, RV loans, etc., can be quickly and easily completed by the customer while at the branch or at home.

## Cross Selling

Your existing platform software can be used to inform the teller what products and services your customer currently has with your institution; what products and services they are pre-approved for; and to provide guidelines as to their credit worthiness.

**Our enabling software simply allows your teller to select a pre-designed application form from a menu, display its corresponding disclosure statement on the customer's monitor and allows them to quickly and easily sign up for the product by signing on the outboard electronic signature pad.**

A final, **executed copy of the application is printed out on the teller's laser printer**.....quickly and easily, another financial product is sold to the satisfaction of everyone.

## Productivity

Our ergonomically engineered teller work stations will **decrease the incidences of Multiple Stress Disorders (MSD), decrease lost productivity, decrease workers compensation claims** (and rates), and enable experienced, capable tellers to stay on the job.

**Tellers are the front line soldiers of customer satisfaction and customer experience** - they need and deserve the best work station and work environment you can give them or else it's your customer retention and bottom line that suffers with them. Also, as they become comfortable and experienced at cross selling products with their new Advantage Branch Console™ capabilities, **their compensation goes up... their job satisfaction improves... their customer focus increases... and your bottom line increases with it!**

By utilizing the Advantage Branch Console™, your tellers will transform into full retail, customer orientated tellers, raising both their economic fortunes and yours. They need a work station that enhances their ability to do their job efficiently, and **allows them to stay on that job** for years to come.

## Availability and Cost

Our Advantage Branch Console™, Advantage Branch Software™, and all its system technology components are available now for you to put to use in your branch. **The total cost of a complete system is no more than what you would otherwise spend for a simple custom millwork teller line, without any of the features and capabilities of our system.**

Additionally, because it's **modular and reconfigurable**, you can change the layout later without replacing the teller line... you can change the look with simple architectural panel replacements..... you can take it with you to another location, along with the rest of your furniture and equipment... you can install it quickly and easily...you can depreciate it faster... none of which can be done with a one time, custom millwork, built-in teller line.

Why wait for the future of banking when you can define it today for yourself. **Our Advantage Branch Console™ teller line system will transform your branch into an efficient, customer-oriented, retail banking environment and it's available right now.**



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