



BlueVerse CRM

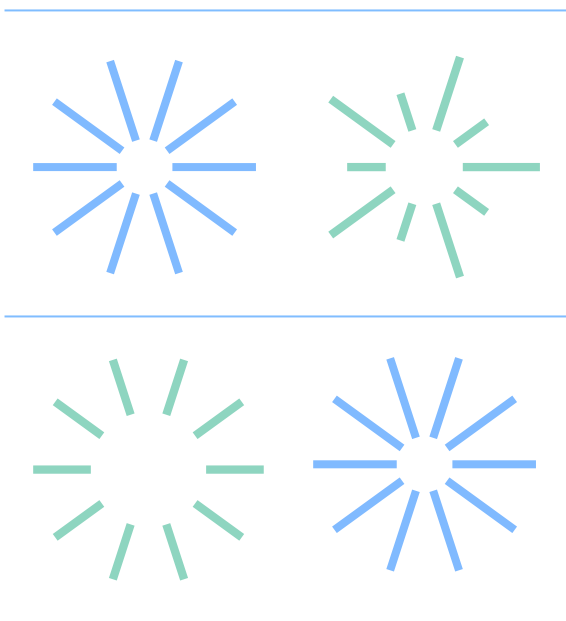
ATM Personalization & Targeted Marketing Software

Reach your customers in new ways and elevate their experience in the self-service channel.

Personalize the ATM Experience

BlueVerse™ CRM provides a tailored ATM user experience by allowing your customers to select and save their frequently-used transactions.

In addition, targeted marketing provided during transactions allows you to offer your customers personalized greetings, individual promotions, and targeted campaigns. Using ATM interactions to engage directly with customers strengthens your brand and improves your relationship with them.





Maximize Marketing Campaign Efficiency

- Seamlessly deploy marketing contents throughout your entire multivendor ATM fleet from a centralized location.
- Ensure all marketing and personalization updates can be easily deployed in the most time and cost efficient manner.



Grow Brand Power & Customer Loyalty

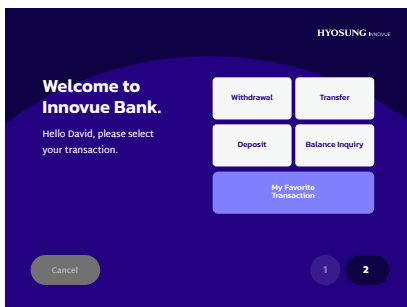
- Enhance brand loyalty with features such as personal greetings, customer promotions and coupons, language selection, and more.
- An enhanced self-service experience builds stronger customer relationships and more robust business foundations.



Expand Sales Opportunities

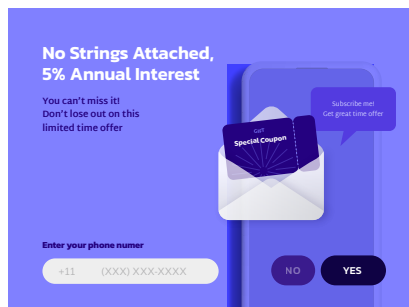
- One to one targeted marketing and promotions to better introduce the full scope of your banking products and services.
- Interactive marketing with customer feedback and reports for greater business insights to drive more improved future promotions and further sales growth.

Personalization



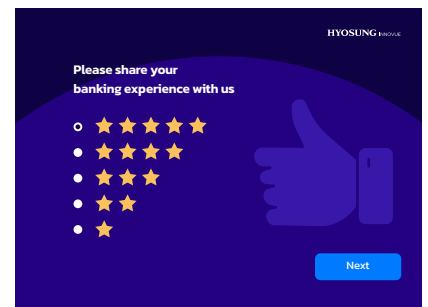
My Favorites Setting

Targeted Marketing



Product Offering

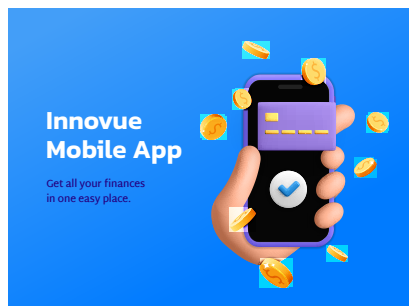
Customer Feedback



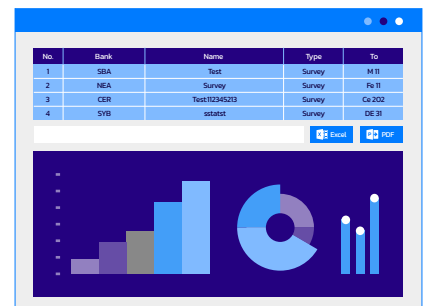
Customer Feedback



Happy Birthday Message



Product Advertisement



Marketing/Campaign Reports