

## Off Premises ATM Deployment: Initial Considerations

Location of Alternate Delivery Channels holds its due importance as the main aim is to reach the customer where other channels are scarce. ATM has been one of the most prominent forms of this alternate delivery channel especially in Pakistan. ATM count in the country has crossed the figure of 2000. Most of these machines are installed at locations along side the branch of the respective bank. For MNET member banks the installed off premises locations has a count of somewhere around the 50 mark.

To take the availability factor even further, another new concept in this regard is the inception of the Mobile ATM. MCB has taken the initiative amongst the member banks to start this service. There are however certain considerations that are of importance while setting up these machines at remote locations. These are:

### 1. Location

Location is presumed to be the key in case of an ATM site whether it is off site (Apart from the branch) or onsite (Alongside the branch) and yes it is the most important factor in this particular regard. We see the nick of deploying these machines at locations that have high

traffic. One important factor that is often neglected is the fact that whether there is a need of cash in these high traffic areas. Some of the most common locations that can be considered for setting up these machines are Shopping Centers, Universities, Commercial markets, down town areas etc.

### 2. Equipment

At off site locations it is often recommended that the machine should be a basic one rather than a sophisticated one. The major reason for doing so, would that be of maintenance. Since the machine is off site regular maintenance would be a problem. In case of any technical mishap (there is more chance of facing a technical problem in case of a sophisticated machine) the time to fix the same will be more as expertise won't be available off hand.

### 3. Business Feasibility

Everything considered important you can't go ahead with your activity unless it is predicted to be beneficial. Thorough cost benefit analysis is required at the deplorer's end to see whether the benefits obtained will be more than the associated costs. Some of the major costs associated include terminal lease, interest, phone line, electricity, insurance, cash replenishments etc.

## News & Events:

### Service Day at Philips Electrical Industries of Pakistan Limited

The M-Net Product team conducted "Service Days" at Philips Company to create awareness of Alternate Delivery Channels and to register maximum number of employees on "Virtual & Mobile Banking services who maintain their salary accounts with MCB Bank. Our Mobile ATM Van was also present there to help employees complete the process.

During the visit at Philips, our team also informed their employees about M-Net ATM Network, live demo of Utility & Mobile Bill payments via MCB ATMs, besides cash with draws & usage of our smart card on the POS machines.



Seen in the picture are representatives of M-Net product team at Philip's head office - Karachi.

## Customer's ATM GUIDE

- Memorize your PIN (if you must write it down, do so in a disguised manner and never carry it with your card).
- NEVER disclose your PIN to anyone, including family members, bank staff and police.
- Do not use obvious and guessable numbers for your PIN like your date of birth.
- Change your PIN periodically, and if you think it may have been compromised, then change it immediately.
- Set your daily ATM withdrawal limit at your branch at levels you consider reasonable.
- Regularly check your account balance and bank statements and report discrepancies if any to your bank immediately.

Please note that you should show the same precautionary care when using your card(s) at a POS (point of sale) or when conducting transactions online, telephonically or when writing cheques - speak to your bank branch about security when using these Alternative Delivery Channels.

## M-NET Claim over M-NET Member Banks

### Introduction of Claim Initiation Reference Number Convention.

This initiative would help in controlling the claims inventory. Each New Case will carry Claim reference Number on the standard Naming Convention, and will be coordinated between the MNET and Participant bank accordingly. This would give a certain boost to our turn around time. The above practice will be started effective from 3rd July 2007.

### Introduction of New Electronic Base Claim Process.

Replacing the format of receiving of claims from the M-NET Member banks in shape of hard copies this new process will be electronic base, thus faster, cost effective and error free. The new electronic base claim process is in its testing phase and it will be effective from 3rd July, 2007. Through this initiative TAT will further reduce by 2 to 3 days stamping our efficiency vis-à-vis SBP mandate claim resolution timeline of seven (7) days.