

NCR VOYIX

Sparkasse Dachau Implements NCR Technology to Enhance the Banking Experience

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With NCR software and hardware, the new branch in the Karlsfeld shopping mall becomes a central point for banking and real estate business

AUGSBURG, Germany--(BUSINESS WIRE)--Mar. 5, 2014-- [NCR](#), the global leader in consumer transaction technologies, is transforming the customer experience at the Karlsfeld Zentrum branch of Sparkasse Dachau with branch transformation solutions to make everyday banking transactions easier for its customers.

Customers search real estate listings on new touchscreen kiosks recently introduced by NCR for the German market. Researching properties just as they would on their smartphones or tablet PCs, bank customers can then set up a financial consultation for their potential purchase of the chosen property while at the branch. Video banners displayed on digital signage above new ATMs open up possibilities for cross-selling with surrounding businesses in the shopping centre, or up-selling customers on bank offerings.

"In our new branch, we offer our customers the best levels of consulting along with state-of-the-art technology," said Hans Wülfert, manager of the new Sparkasse branch. "Interactive tools and digital service offerings are becoming ever more important for our customers. We chose NCR as their technology and know-how gave us a single vendor to deliver a complete transformation of our branch, helping make our bank the place to go, both for daily bank business and for the search and financing of property."

Software is at the heart of the new digital solutions: [NCR APTRA™ Promote](#), an advanced marketing solution for self-service devices, runs content on the web banner screens, and the [NCR SelfServ 85](#) kiosk application has been developed in Germany and is specifically tailored to the property databases of German savings banks, turning the property search into an appealing browsing experience. In addition, NCR deployed new [cash dispenser](#) and [cash recycler](#) ATMs in that branch and relies on [Incident Management](#).

"Branch transformation and innovation is key for financial institutions if they want to engage with consumers more effectively and increase the profitability of their real-estate," said Harald Heinz, Area Industry Leader for Finance at NCR, and responsible for the D-A-CH region. "The savings bank's new branch within a shopping mall is a good example of this transformation: they offer their customers a one-stop consumer shopping experience and cross-selling opportunities while at the branch. The combination of self-service devices such as the real estate solution with personal consulting helps increase the service levels and simply make their customers' everyday banking easier."

About NCR Corporation

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 485 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with approximately 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries. The company encourages investors to visit its web site which is updated regularly with financial and other important information about NCR.

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