



ATM Field Service Training: An Investment in your future

By Andy Cooper

It is widely accepted that education is a key component to success. We spend billions of dollars educating our children to better prepare them for life and give them a leg up in the world. Yet when it comes to educating and giving technicians an advantage, service managers are sometimes reluctant to spend money to train their employees. With all the benefits that training brings to an organization, it should be seen as an investment in the future with tangible returns, not an unnecessary expense.

Why do we train? What are the benefits of training?

Burning Suit, a training company based in the UK, points out that training provides nine key benefits to employers and their organizations:

1. Training boosts morale
2. Training emphasizes priorities
3. Training is a stimulant
4. Training helps keep pace
5. Training develops teamwork
6. Training shares the good habits
7. Training brings in money
8. Training treats your staff like professionals
9. Training helps maintain and improve quality and productivity

“Training can actually save you money; it should be considered an investment, not an unnecessary expense.”

All of these benefits from training apply to ATM field service as well.

How can ATM field service training provide economic benefits and impact your bottom line?

Quicker service calls/ fewer technicians - Because a trained tech knows what to do and doesn't spend all day doing it, it is estimated that a trained employee can perform a task six times faster than an untrained employee. Therefore, if your ATM technicians are more efficient and more productive, maybe you don't need as many techs as you thought you did.

Fewer service calls - Companies with well trained employees go out on fewer service calls because a trained ATM technician has a better chance of fixing it right the first time. A trained tech will also know what preventative maintenance needs to be performed when they are at a call, saving on emergency service calls in the future.

Fewer parts used - We've all been there and seen the way untrained techs have to swap parts in and out of a machine to get it up and running. Parts are expensive, freight is expensive. Time is money. Can you afford to have your ATM down? Can you afford to have your customer or soon to be ex-customer's ATM down? How many unnecessary \$300 parts overnighted into a site does it take to pay for a \$500 training class?

Advertisement- Word of mouth is how many companies draw in customers. Good news travels but bad news travels even faster. Word gets out quickly if your tech struggles to get the customer's ATM operational. It's your image, your reputation. Why risk a potential stumble?

Training develops good employees --Training is a great way to show your employees that they matter and that you have trust and confidence in them and that you want them to stay with your organization. Many times, being trained feels like a promotion to your employee. When the word is out that your company trains and stays current on products, you'll find it much easier to recruit and retain quality talent and new customers.

Yes, training your ATM technicians costs money, but it is money well spent - an investment in the future of your organization. Ben Franklin said it best, "A penny saved is a penny earned." An intelligent way to cut costs in your ATM organization is to train your employees. Yes, there is an initial outlay, but it is also a tool to save money on parts, freight, service calls, and employee retention. The question isn't can you afford to train your employees, but can you afford not to? Tom Hill summed it up well when he quoted his late friend Bob Wittkamp, "If you think education is expensive, try ignorance."