



## **ATM Training a Key Component to a Successful ATM Installation**

ATM training is a key component in the sale and lifecycle of an ATM. In the classic "service after the sale" model, training can take on a number of roles. ATM training on the operation and function of the ATM is a key component when marketing the product through the sales cycle. Having a key understanding of the operation of an ATM can be the difference between making a sale and losing out to your competition. Next, being able to show ease of use to the consumer is another part of ATM training that allows the product to be accepted by everyone that will be touching it. This can be the Merchant or owner, the end user, the ATM servicing company, and in some instances the cash-in-transit companies that provide cash replenishment and balancing services. Everyone that touches the ATM, either as a consumer or a service provider, must feel comfortable about the task at hand. This is where proper ATM training can be the difference between acceptance or not.

Design elements, appearance, documentation, support, education. All of these components impact the success/failure of any product. With this in mind, ATM training is a key part of any successful ATM organization. One of the most critical pieces of the ATM Training puzzle is field service training. This component is designed to ensure proper operation and support of an ATM once it is deployed in the field. There are many factors that can contribute to the operation of an ATM in the field. Once a unit is installed, the operation of the unit can be greatly influenced by location, operating environment, transaction volume, traffic flow, and other outside influences. Once an ATM is in need of repair, it is critical that those involved in the diagnosis and repair have been properly trained. Field service ATM training classes are designed to address all components of the proper installation, operation, diagnosis and repair of an ATM. In order to be successful, any technician will need to have a complete understanding of electronics. In many instances these outside influences mentioned above will have an impact on the operation of the ATM. Proper diagnosis through ATM training and documentation will provide the technician with a skill set that aims to get the ATM operational and functional. ATM training classes are typically designed to address outside parameters, along with a detailed review of the operation of the ATM. How does this unit function? What are the power and communication requirements? What components are field repairable? How does software interact with the hardware? Are there any known problems with this ATM model or ATM brand? Has the operational environment been a factor in the past? What tools are needed to properly diagnose and repair? Is the customer properly trained on the operation of the unit?

Every scenario provides uniquely different challenges. By providing a regimen that addresses as many different possibilities as feasible, and at the same time gives the technician/operator/merchant a level of confidence through education and documentation, ATM training is a critical component of any successful organization. An investment in education through proper ATM training will pay dividends throughout the lifespan of an ATM that is deployed in the field.

ATMGurus is dedicated to providing guaranteed repair on all entry-level retail ATM's, including Triton ATMs, Tranax ATMs and Nautilus Hyosung ATMs.