

CASE STUDY

Simply Service Federal Credit Union is **up**↑

Three days. Five days. Fourteen days. State Fairs. Festivals. Trade shows. Special events can bring hundreds of thousands of people into a town and boost an economy. Simply Service Federal Credit Union realized the possibilities that ATMs could have at a local event in their small town in South Dakota.

Special events are up.

Shirley Stover, CEO, Simply Service Federal Credit Union, observed, "Our small town was having a special event that would bring in an extra 350,000 people. We needed two ATMs fast."

Local options proved impossible to find, Stover continued. "I could not find an ATM company locally, so I researched the Internet and found ATM USA." Contact was made, and the results were impressive.

The assessment process is key.

After assessing the event needs, ATM USA recommended two ATMs with setup, reporting and processing services. Other services included transaction trafficking, network access, cash vault replenishment and reliable tech assistance by phone.

Stover stated, "They had the two ATMs shipped to us in a week. Setup, reporting, processing was seamless."

Service is up.

But there's more to ATM Uptime than all that. ATM USA's service department proved critical. Stover added, "ATM USA was very responsive, efficient, diligent, friendly, helpful and reliable, and the service department has the patience of a saint."

Profit is up.

While great service is an integral part of ATM Uptime, the real test was in the bottom line results. Stover agreed, "Best of all, we made money." Uptime really does provide big advantages.

Challenge: 350,000 people were going to descend upon a small town in South Dakota for a special event, and Simply Service Federal Credit Union couldn't find an ATM anywhere.

Solution: ATM USA provided Simply Service Federal Credit Union the equipment, service and technical support necessary to support the event—with ample uptime.

Simply Service
FEDERAL CREDIT UNION



"ATM USA was very responsive, efficient, diligent, friendly, helpful and reliable, and the service department has the patience of a saint."

Shirley Stover, CEO
Simply Service Federal
Credit Union