



CASE STUDY

Cleaning for Performance: Top U.S. Bank Sees Clear Results and Improves Customer Experience

Reduced error rate from
20% to 4%

Reduced customer wait
time by **45** min per
branch daily

50% fewer repairs

*“The impact of scanning errors is felt on many levels in an organization, but very few people realize those issues can be prevented with a simple cleaning.”**

* KICTeam Study

BACKGROUND

A top U.S. financial institution examined how it could more efficiently operate its check scanners. Check scanners allow tellers to focus on customers instead of on keyed entry, but as dust builds up through normal use, the function of scanners can be impaired.

SOLUTION

The financial institution conducted a study of regular scanner cleaning to determine how it could improve operations. KICTeam, a Transource partner, shared unique insight on how to eliminate the dust and ink that can lead to image quality issues, scanning errors, piggybacks, and jams.

KICTeam recommended a cleaning program using products designed for the financial institution’s specific brand of scanners. The proprietary cleaning cards combine Waffletechnology® and WonderSolvent™ to safely and effectively remove contaminants that build up during normal use, allowing scanners to perform at their peak.

RESULTS

Regular cleaning of the check scanners **prevented scanning errors**, **eliminated data processing corrections**, and **reduced service calls**. Most importantly, it kept tellers **focused on customers** and increased transaction speeds, **improving the customer experience**.

After the three-month study, the financial institution compared how scanners that were not part of a cleaning program compared to scanners that were regularly cleaned. In every area, the cleaned scanners outperformed the neglected scanners.

- Scanners that were not cleaned had an error rate of 24 percent. When scanners were cleaned regularly the rate dropped to four percent.
- Cleaning saves an average of 3.3 seconds per scan. With an average of 200K scans every year, each branch is able to return approximately 45 minutes per day back to the customer experience.
- Scanners that were cleaned needed to be serviced half as often as those that were not part of a cleaning program.

Many variables impact marketing campaign success. Information on earnings or percentage increases contained within this case study is provided for demonstrative purposes only. Harland Clarke does not guarantee or warrant earnings or a particular level of success with a campaign.

Learn how TranSource can help you improve efficiency and customer experience and save money.

THE HARLAND CLARKE DIFFERENCE

At Harland Clarke, a single strategy defines everything we do. We help organizations connect with their customers how, when, and where it matters throughout the entire relationship lifecycle. Our Payment and Marketing Services drive customer engagement in every relevant way across channels to increase acquisition, improve activation, deepen relationships and retain them for the long term. We are invested in giving our clients a distinct advantage in today's experience economy. With Harland Clarke as your partner, you have a single, trusted source to help advance your strategic business growth and ensure enduring success.

Call 1.877.870.3015

Email transourceinfo@harlandclarke.com