

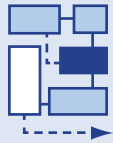


Field Marketing

POP estate management project



Retail Insight



Planning



Environmental Management



Stores



Live Data Capture

A compliance and point of sales installation programme for UK cashpoint network provider.

OBJECTIVES

- Increase cashpoint transactions through enhanced compliance of POS
- Ensure all sites are LINK compliant and adhere to legal guidelines

ACTIVITY

- Visit 1850 cash machines across the UK twice yearly.
- Inspect on-machine and off-machine branding
- Siting of additional POS
- Secure disposal of damaged POS and branding
- Bespoke online questionnaires
- Provide data insight including parking, CCTV position and visibility of ATM from road



COMPLIANCE = 97%

