

A Texas bank is using live, interactive teller machines to trim costs and profitably expand into competitive new markets

Consumers today have changed the way they want to do business with their financial institution, which has prompted a new trend in banking.

Kenneth L. Burgess, Jr., Chairman, **FirstCapital Bank of Texas** (\$810 million, Midland, Texas) says that he has kept his finger on the pulse of how consumers interact with banks, and knew years ago that instant response banking was going to be here to stay.

“No longer do customers want to do business with their bank during ‘banker’s hours,’ but instead when it fits into their schedule,” says Burgess.

He says, for example, that if customers choose to do their banking at 3 a.m. on a Sunday, they’re going to be most loyal to the financial institutions that can meet this and other specific needs.

“About three years ago, we started watching the emergence of interactive live video technology, coming primarily from the credit union industry. At the time, the technology was still quite new and ended up going through several iterations before it became the technology we use today.”

Burgess says that he was curious about whether video tellers would actually take off and be accepted as a way of doing business.

Banner Ad for Bank’s “TellerConnect”

The banner ad features a blue header with the text "We're here for YOU - 24/5!". Below this, the main text reads: "Yes, you read right...Live Tellers from 12:00 a.m. Monday - 11:59 p.m. Friday exclusively through TellerConnect! (All other hours will remain the same.)". A blue button on the left says "Click here to learn more about TellerConnect!". At the bottom left is the Member FDIC logo, and at the bottom right is the slogan "Bank during your hours, not bankers' hours!".

Source: FirstCapital Bank of Texas (Midland, TX)

“We liked the idea, but had hesitations about actually implementing it on our end—until we saw how people reacted.”

Not only did consumers gravitate toward the technology, they have grown to depend on it, he says. “We saw how the technology provided a cost effective way to expand our footprint, increase efficiencies, and strengthen customer support.”

As a result, the bank forged a partnership with **NCR Corporation** to implement a NCR APTRA™ Interactive Teller system bank-wide.

Screen Shot of Bank’s “TellerConnect” Page (Click Here to Access)

Home | About Us | Contact Us | Locations | Careers | Quick Links

Sign Up for our eNewsletter

Personal Banking Business Banking Wealth Mgmt Mortgage Services Shareholder Relations

Home > Personal Banking > Teller Connect

TellerConnect

TELLER CONNECT

24/5 Tellers...24/7 coming soon!

TellerConnect is now operating 24/5 (12:00 am Monday - 11:59 pm Friday).
Continue to check back for updates on our 24/7 timing!

Click below for a preview of TellerConnect.

TellerConnect Video

Welcome to
TellerConnect

Only at
FIRSTCAPITAL BANK
OF TEXAS

0:00 / 1:43

TellerConnect is at a location near you:

Amarillo:
TellerConnect is now available in the lobby and drive-thru at our new [Soney location](#). Beginning Tuesday, April 1st, all TellerConnect kiosks at this location (inside & out) will be available M-F, 24/5! TellerConnect will also be available Saturday mornings from 9am - 12pm (noon). Our office hours will remain the same.

Lubbock:
TellerConnect is now available in the lobby and drive-thru! Beginning Tuesday, April 1st, all TellerConnect kiosks at this location (inside & out) will be available M-F, 24/5! TellerConnect will also be available Saturday mornings from 9am - 12pm (noon). Our office hours will remain the same.

Midland:
TellerConnect is now available in the lobby of our [West Wadley Branch!](#) Beginning Tuesday, April 1st, our lobby TellerConnect kiosk at this location will be available M-F, 24/5! We do have plans to expand to our drive-thru at this location in the future. Our office hours will remain the same.

TellerConnect is also available in the 1st floor lobby of our [Plaza](#) location! Due to the security restrictions of our Plaza building, we are not able to offer 24 hour access to teller services; however, we are excited to expand our hours to 9:00 a.m. – 5:00 p.m.

Source: FirstCapital Bank of Texas (Midland, TX)

The 24/7 "TellerConnect" kiosk machines provide live, interactive teller and customer service, and they can handle up to 95 percent of the typical transactional business conducted with a teller.

Video tellers work from a central location, which provides a number of benefits, including the ability to staff at peak times and days during the week. It also improves teller training opportunities, because tellers aren't scattered at a variety of locations, but instead work side by side as one cohesive unit.

"Installation of interactive video tellers adds another layer of customer service and support to our delivery. Additionally, making access available 24/7 will be key to staying ahead of how customers want to do business with their bank."

The bank launched its video kiosks in February and is now ramping up efforts for live 24/7 service. "Currently we are operating them 24/5, but are working up to keeping them open seven days a week within the next 60 to 90 days."

Burgess says the bank also monitors traffic trends to develop the most efficient staffing model. "This allows us to staff fewer tellers during the slower times. Ultimately, working smarter will save us money, while delivering a higher level of service."

He says that although building branches is important, interactive video tellers will enable the bank to establish far more locations for less money. "This allows us to effectively and efficiently expand our footprint within current and new markets."

Another favorable aspect to the new system is that even though the bank's staffing model will change, no one will end up losing his or her job as a result. "We typically see attrition on the teller line anyway, so as people change and leave, we will continue to re-work our employee resources."

He adds that after talking with officers at a credit union that uses video tellers, he learned that their teller staff was ultimately reduced by 50 percent.

Source: *Kenneth L. Burgess, Jr., Chairman, FirstCapital Bank of Texas, Midland, TX; phone (432)687-9117; e-mail kburgess@rstbancshares.com.*