



## FIRST STATE BANK, NASHUA, IOWA

# Deposit-enabled ATM makes it convenient for customers to bank anytime

A small bank serving a rural, agricultural community continues to make good on its commitment to serve its community with pride. After breaking away from a large regional system, First State Bank was established to better serve a broad spectrum of clientele who wanted more personalized service and convenience.

First State Bank describes itself as a place “where customers are known by

name and where our banking professionals take great pride in helping you with your financial decisions.”

The bank’s physical presence consists of a single brick-and-mortar location in the center of town and an offsite kiosk drive-up ATM on an expressway that runs through Iowa and into Missouri and Minnesota.

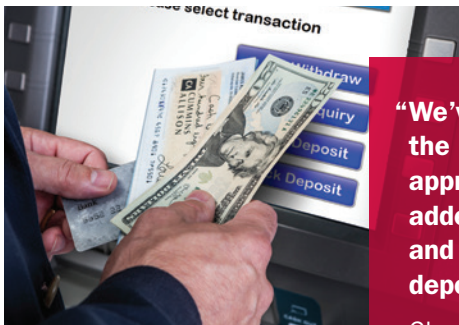
While First State Bank initially selected Cummins Allison ATMs based on its value-based offering, their reliability, along with

the company’s trustworthiness, service and post-installation support has far exceeded their expectations.

### A true community bank

When a family-owned bank was sold to a larger regional bank in 1999, Glenn McMichael, the bank’s president, stayed on to run the local branch. Frustrated by the big-bank mentality, McMichael and a core group of employees decided to open a new bank that was uniquely focused on providing personalized service to their loyal customers.

“It was all about remaining local and an important part of our community,” McMichael says. “We believe that every community has its own heartbeat and its own quirks. So it’s hard to use a cookie-cutter, big-bank approach to each town. We try to own our own individual community flavor.”



**“We’ve received great feedback about the remote ATM from customers. They appreciate that we’ve provided the added convenience of depositing cash and check deposits as well as bulk deposits.”**

Glenn McMichael, President, First State Bank



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First State Bank has its own individual charter and maintains relationships with sister banks in Iowa. One of these recommended they take a look at Cummins Allison for their ATM replacement needs.

### **Meeting the needs of all customer types**

“We’re operating in the age of digital banking preferences, so we’re working to stay relevant,” says McMichael. “We know that providing millennials with everything they want is a challenge and a moving target,” he continues. “The biggest struggle is trying to expand services and keep within a limited budget.”

The ATM as a self-service channel is one of the ways that First State Bank is meeting the needs of a younger consumer. Many customers work in Waterloo during banking hours, so the bank needed to provide more than cash-dispensing ATM service. Customers wanted to deposit their paychecks and conduct other transactions outside the physical bank on their way to and from work.

“They don’t want to come into the bank,” says McMichael. “We’ve noticed we’re becoming more of a bedroom community. If we want our customers to bank with us,

we need to offer them solutions for flexible banking.”

In April 2017, the bank installed a deposit-enabled ATM in the bank’s vestibule, replacing the original machine that served customers for 15 years. At the same time, a new kiosk ATM was installed on the Avenue of the Saints, accessible to a major highway.

“We wanted the ATM to be the first thing people see when they come into town and the last thing they see when they leave,” says McMichael. “We’ve received great feedback about the remote ATM from customers.”

### **Trustworthiness, reliability, price differentiators**

McMichael reiterated that the recommendation of a sister bank in Iowa led them to Cummins Allison. “They looked at the ATM product and liked the brightness of the screen, among other key features.”

First State used a variety of criteria in making the decision to choose the Cummins Allison ATMs, including price, functionality and appearance. “The Cummins Allison ATMs were more cost-effective than our previous provider

and, from what we could tell, there was no loss in functionality.”

Service was another important factor in making the decision to switch to Cummins Allison. “In fact, that was the big factor,” says McMichael. “Because of our location, we weren’t sure whether we’d get the same level and timeliness of service as other banks in larger communities.”

“We’re thankful now that we looked beyond the obvious ATM providers and considered Cummins Allison. After all, just because the ATM has a certain ‘name,’ it doesn’t mean it will run effortlessly and service will always be perfect. As it turned out, the service we’ve received is every bit as good and even better than that from our previous provider.”

For First State Bank, Cummins Allison has turned out to be a very valuable partner, with all the qualities that are important – reliability, trustworthiness and price. “Reliability and trustworthiness come first,” says McMichael. “After all, if you don’t like who you’re doing business with, you probably shouldn’t be doing business with them at all.”

**To learn more about Cummins Allison’s complete portfolio of ATM solutions, contact your local representative or visit [cumminsallison.com/atm](http://cumminsallison.com/atm)**



852 Feehanville Drive  
Mt. Prospect, IL 60056  
800 786 5528  
[cumminsallison.com](http://cumminsallison.com)

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## **Generations of Vision and Excellence**

Cummins Allison sets the standard for accuracy and dependability.

Cummins Allison is a global leader in developing solutions that quickly and efficiently count, sort and authenticate currency, checks and coin. We also offer a complete line of full-function automated teller machines (ATMs). Our leadership in technology and product innovation spans more than 125 years. Cummins Allison serves the majority of financial institutions worldwide, as well as leading organizations in retail, gaming, law enforcement and government. Ninety-seven percent of our customers would recommend our products and services.

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