



TellerMetrix
Smarter Transaction Solutions

From *Currents Magazine*, official member-publication of the Financial Service Centers of America

For more info visit
www.tellermetrix.com
or call 877-2CHECKS

A Simple Mission

TellerMetrix: Changing the Way Neighborhood Financial Service Providers View Technology

IN A WORLD MADE INCREASINGLY COMPLEX BY TECHNOLOGY, people crave *simple* brilliance. It's a craving that TellerMetrix—a provider of transaction-management software and systems for neighborhood check-cashers, payday lenders and community banks—is determined to satisfy.

The company's software digitally images checks, customer photos, signatures and IDs. It also allows teller-window operators and store managers to maintain transaction, customer and company histories *and* deal with financial reporting and Patriot Act compliance requirements. ■ Finding sophisticated software that's easy-to-use is always a challenge. One might even argue that providing simple yet sophisticated solutions is the stuff today's Tech Giants were built on. "When you look at companies like Microsoft or Google you see a common commitment to making the user experience as simple as possible," explains Jim Estes, who, together with Steve Kelsky and Richard Kelsky, co-founded and run the Rockaway, NJ-based enterprise. Adds Steve Kelsky, "Technology that does whatever you want—provided you are a tech expert—is worthless if it leaves employees at the teller window dazed and confused. It's not enough for our systems to be powerful and fast. They must be easy to operate." ■ Offering software and systems that store personnel will find user-friendly is only half the battle. TellerMetrix products are customer-friendly, too. As Richard Kelsky (brother to Steve) stresses, "Stores feel pressure to meet growing customer demand for quick, respectful service. But you also need to keep a careful watch for check and ID fraud that can gobble profits. And you have to comply with sweeping new regulatory reporting requirements in an accurate and a timely fashion. From backroom operations to front-end service, you need *smarter transaction solutions* that are speedy, thorough and considerate. Speedy in how they detect fraud and service customers. Thorough in how they collect and manage

information for stores and outside regulators. And considerate in how they manage the customer experience." ■ The company's quest to keep its solutions simple on the outside and smart on the inside has paid off: Last year, SHC Consulting Group LLC in Bellmore, N.Y., which specializes in advising check-cashing companies, cited TellerMetrix as the market leader in metro New York and adjacent areas. Though TellerMetrix's software and systems were introduced first to the Greater New York market—where check-cashing volumes far exceed what's experienced in any other metro area of the country—it has since rolled out its battle-hardened solutions to customers in nine states. ■ Today, just five years after opening its doors, the company's software and systems now handle \$6 billion worth of checks annually. With money transfers, money orders and bill payments included, that adds up to well over 27 million financial transactions processed yearly. Beyond the numbers, TellerMetrix kicked off 2005 with the launch of FidoLink™, a first-of-its-kind online tool that will allow Financial Service Centers of New York (FSCNY) subscribers to share bad-check information. The FSCNY also recognized TellerMetrix for the "technological advances and services" it has provided to the industry last May when it named the company its 2004 "Vendor of the Year." ■ "Obviously, there's a profit motive behind the company's efforts," notes Ira Krell, the FSCNY board member who presented TellerMetrix with the award. "But from what I've seen, it's not just about money. It's about changing how our industry does business." It's also about making life for neighborhood financial service providers a lot simpler.