

Title (en)

System and method for performing an interactive session for a customer at a self-service transaction terminal

Title (de)

System und Verfahren zur Durchführung eines interaktiven Vorgangs für einen Kunden an einem Selbstbedienungs-Transaktionsterminal

Title (fr)

Système et méthode pour réaliser une session interactive pour un client à un terminal de transaction en self service

Publication

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Application

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Priority

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Abstract (en)

A system and method for performing an interactive session at a self-service transaction terminal makes use of an account acquisition application running at least in part on a transaction terminal processor which, for example, presents promotional information to a customer on the transaction terminal display screen and prompts the customer for entry of customer contact information which indicates the customer's interest in the information. The entered customer contact information is sent back to a server coupled to the transaction terminal, where the customer contact information is formatted electronically and made accessible to the bank's telemarketing unit for response to the customer. <IMAGE>

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IPC 8 full level

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