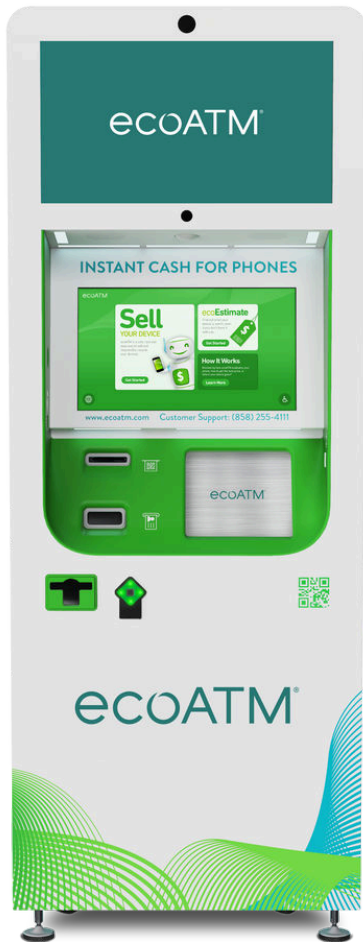


# ecoATM Case Study



## Background

**Community Financial Service Centers (CFSC) sought new ways to improve the in-store experience for customers** while staying competitive in the fast-changing financial services landscape. Their stores serve a diverse customer base who value convenience, immediate access to funds, and trusted neighborhood services.

## Objectives

CFSC's primary goal was to **enhance the customer experience** by adding services that are convenient and secure. At the same time, they aimed to **differentiate their brand** by adopting user-friendly solutions that augment store visits. Finally, they sought to **unlock a new revenue stream** that could drive traffic and growth **with zero operational lift**.

## Solution

**ecoATM kiosks were deployed across 50 locations in 2024**, offering customers instant cash for their used devices.

Since launch, they've seen the following benefits to their business:

- **Convenience:** Customers can now receive cash for their devices and use existing store services, all in one trip.
- **Added Revenue:** ecoATM kiosks generate consistent, supplemental income for each location.
- **New Customers:** ecoATM brings in new customers, introducing them to their location and services.
- **Effortless:** There's no store training, maintenance or staff involvement required to host a kiosk.

"ecoATM has been a game-changer for our locations. By giving customers an easy way to trade in old devices for instant cash, we've not only improved their overall experience but also created a new reason for them to visit our stores. The kiosks generate steady income for us, require no staff involvement, and align with our company values."

**- Gina Palumbo, National Director of Marketing,  
Community Financial Service Centers**

## Results

- **\$1.376M paid to consumers.**
- **130,202 kiosk visits.**
- **7.1 kiosk interactions/store daily.**
- **33,000 devices collected, the equivalent of 3,568 lbs. of copper or 1,808 tons of CO2 emissions.**