

Sector: Office and bank automation

NCR Corporation

The company provides services and products for automation and management of customer relationships. NCR's offering is very broad, ranging from office automation software to cash machines. NCR has made a breakthrough in the Belgian banking sector, with a completely new 'cash recycling machine'.

Our challenge:

"Position NCR as an authority in intelligent ATMs."

At the beginning of 2005, NCR was only a small player in the Belgian cash machine market. The company wanted to win a substantial market share with a new generation of machines (ATMs – automatic teller machines). These new machines enable the customer to deposit cash which is immediately credited to their account. The recycling function enables that the banknotes deposited are automatically available to other customers who wish to withdraw cash. NCR called on the services of NewsEngine PR to increase awareness of the company and NCR services among the press and the general public.

Our approach:

"Positioning interviews in the business press."

- NewsEngine PR launched a campaign that was not just focussed on the introduction of the new ATMs, but also presented NCR's vision of the future of self-banking.
- The media campaign started with a series of personal interviews with specialised journalists from the business press. These included De Tijd, L'Echo and the specialist magazine Banking & Finance.
- After publication of these articles, a press release was sent to the daily newspaper and magazine press.

Result:

"Full-page articles in De Tijd and L'Echo and a first Belgian contract."

The media coverage supported the sales promotion campaigns by NCR. Some time after the launch of the new product, NCR signed a first large contract with the KBC Banking Group. This contract was for delivery of a total of 1250 KBC/CBC-M@tic machines.



De Tijd, 10/06/2004