



Case Study In Serving Customers in the COVID-19 Environment...

Valdosta, GA - Like many community banks, **CBC Bank** lobbies are restricted by appointment only to help reduce the possible exposure of employees and customers to the coronavirus. However, **CBC's** management had the foresight to also expand service to their customers by upgrading their full ATM fleet with the latest software to provide capabilities for full deposit in addition to cash withdrawal. In addition, the **CBC** ATMs are also utilized to communicate to their customers with updated screen messaging. All this has been accomplished with the extensive support of **CashTrans**, based in Atlanta, under their "**Premier Managed Services Program**."



"The commitment and support that we received from **CashTrans** during this entire project was outstanding," per **Cary Williams, CFO** at **Commercial Banking Company**. "What is most impressive, is their ability to monitor and manage our ATM Fleet remotely and to update marketing messaging almost instantly," continues **Ms. Williams**.

"Based on my experience, community financial institutions across the Southeast are considering enhancing their delivery strategies in light of the new normal we are experiencing. Innovations like interactive teller machines (ITMs) can deliver a robust experience for banking customers during extended hours."

"In some areas, this solution may not be necessary and the enhanced traditional ATM model with cash and deposit services makes great sense along with my company's advanced remote management capabilities we call **CashView**," explained **Andrew Hamilton, Senior Consultant**, based in Orlando with **CashTrans**.

Commercial Banking Company is headquartered in Valdosta, GA and serves the personal and business needs of Georgians all across South Central Georgia since 1934. With 5 branch offices and 6 advanced ATMs we are here to provide an extensive array of products and services. Please visit use at www.cbcbank.com or call us at 229-242-7600.

CashTrans Founded in 1996, Cash Transactions, LLC (CashTrans) is a privately owned company based in metro Atlanta, GA. The company has served over 1,500 small and medium sized retailers and financial institutions across the SE with high quality ATM products, EFT processing solutions, bank branch equipment, equipment maintenance, instant Issue, video banking and much more.



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