Information Products and Services

We enable profitable business growth by delivering innovative information based products and services to both MasterCard and its customers.
A little bit of trivia…. 

What year was the first ATM Deployed?

- A - 1939
- B - 1965
- C - 1971
- D - 1976
This was then ..... 

- Proprietary ATM networks limited consumer access

- Shared ATM networks necessitated ATM Locators

- 800-4-CIRRUS telephone number established in 1985
The original ATM Locator ......

- Cutting edge 1980’s computer technology
- Proprietary database of over 50,000 ATMs
- Relevant search results provided to callers
Did you know ....

What year was the first Wireless ATM Locator launched?

• A - 1995
• B - 1999
• C - 2001
• D - 2003
• E - 2006
2003: Time for a change …..

- Significantly outdated technology
- Several data sets
- High Level incomplete calls
- Arduous call flow
- Poor or invalid search result
- No reporting
New and Improved ……

- Freedom from call-in problems
- Convenient voice recognition
- Easy system search
- Up to date, high-quality location data
- Local and global search results
- Access to a live service agent in more than 80 languages
- Full usage visibility
Growing pains ........

• A large percentage of callers searched from within their calling area

• Search by zip-code usage was lower than expected

• Successful search call length lasted longer than expected
Our latest addition …..

• Location information sent to callers cell phone via SMS

• High Availability Gateway

• Global cellular carrier coverage

• Consumer feedback is positive
Final bit of Trivia …..

How many mobile messages are projected to be sent worldwide in 2008?

• A – 1.9 Billion
• B – 7.2 Billion
• C – 45.8 Billion
• D – 780 Billion
• E – 1.5 Trillion
Looking ahead …..

- Fine Tuning and System Improvements
- Regional expansion
- Integration with other MasterCard services
- Customization based on caller history
- Integration of mobile and GPS technology
Empowering Your customers and employees with speech technologies

SpeechTEKI 2006
The Voice Solutions Showcase

Empower

Thank You