

# SPARK NEWS

EDITION 1

## Message from our Managing Director

Its been four short years since Spark ATM Systems installed its first convenience ATM in a Spar supermarket in Cape Town. Since then, Spark ATM Systems has grown substantially to become South Africa's Premier Independent ATM Deployer. I would like to take this opportunity to thank all our customers, suppliers, employees and business partners without whom none of our achievements would have been possible.

We believe that there are two important qualities that sets us apart from our competition:

Firstly, we consider ourselves as ATM experts. ATMs are all that we do and we devote all of our efforts to ensure that your ATM delivers the maximum results for our customers and their business.

Secondly, we consistently deliver customer service levels that others can only talk about. Our employees are passionate about our business and our satisfied customers are testimony to our ongoing high service delivery standards.

In this competitive market full of difficult choices, I would personally like to thank you for choosing Spark ATM Systems.

Marc Sternberg  
Managing Director



## Recommend a Friend

You know that Spark ATM Systems is a great company offering a great product so why not share the love with your family and friends? If you know someone with a store, bar or other premises that you believe may benefit from hosting their own Spark ATM, then let us know. Email [info@sparkatm.co.za](mailto:info@sparkatm.co.za) with their details and if we install an ATM at their site, we will pay you R1,000 for making the introduction.

Not bad for a few minutes work!



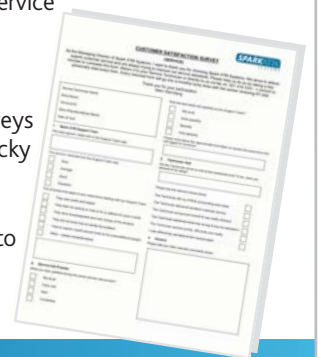
# WIN

## Customer Satisfaction Survey

We are pleased to introduce our Customer Satisfaction Survey. After every installation and service visit, our Service Technician will leave a one-page document with you for completion.

Please take 5 minutes to complete this short document and fax it back to us on 021 418 3331 or give it to the Service Technician. This simple process will allow us to keep improving our service standards.

Each month, all completed surveys will go into a lucky prize draw as a thank you for taking the time to complete the survey.



## NB! Important ATM Principles to Remember

Please remember the following important principles:

1. Your ATM is not an ATM unless it is able to dispense cash. So keep it stocked at all times to ensure your customers can withdraw and spend on your premises.
2. Call or email us on [receipts@sparkatm.co.za](mailto:receipts@sparkatm.co.za) when you use your last receipt roll and we will courier 2 replacement rolls to you free of charge. In this way, you can ensure that you never run out of receipt paper.
3. Ensure that you inspect your ATM on a daily basis and look for blown topper or signage bulbs. Let us know if we need to replace these items for you at no additional charge.
4. Use a can of compressed air or a clean dishcloth to give your ATM a clean once a week. Clean the LCD screen with the same spray and anti-static cloth that you would use for your PC screen.
5. Ensure that you spend an extra few minutes whilst loading your ATM with cash. Remember our saying: QUALITY IN, QUALITY OUT!

**SELLING  
YOUR  
BUSINESS?**

## Selling your Business?

At Spark ATM Systems, we pride ourselves on having long term relationships with our customers. Inevitably, businesses change hands and we are readily on hand to ensure that the sale of your business doesn't affect your ATM's operations.

Should you be planning to sell your business, simply give us a call on 0861 114 751 and we will assist with completing the transfer documents to ensure continuity in operation of your ATM. **A few minutes spent making a telephone call today can avoid a considerable mess later.**

## Most Improved Performance Competition

We all know about the great benefits associated with hosting an ATM – the extra foot traffic and revenue, cash deposit fee/credit card fee savings and rebate income speak for themselves.

We would like every owner to maximize these benefits and the best way to do this is to increase your ATM's transaction volumes. As an extra incentive to improve your ATM's performance, we are running a "Most Improved Performance" competition.

All you have to do is ensure that your ATM is always sparkling clean and fully stocked with cash.

The ATM that delivers the biggest improvement in transactions for the 3-month period ended 31 October 2009 will win a cash prize of R1,000 for the owner or manager. The second prize will be R750 and third prize R500.

So get started today and ensure you are in the running for these great cash prizes.



## Meet part of the 'A' (TM) Team

Russel Berman is a founding member of the Spark ATM Systems' team. In his position as Sales Director, he commits his endless drive and energy towards growing Spark ATM Systems' network of ATMs. His charm, knowledge and friendliness go a long way to ensuring that each customer receives the high levels of customer service for which we have become renowned.

Russel manages a team of national sales executives who are responsible for developing customer relationships in their particular region. Whether its dealing with a new marketing campaign or simply helping a customer load their cash, Russel eats and sleeps the ATM business and does his job with enthusiasm and determination.

Russel is just one of the many reasons that we continue to deliver customer service levels that other companies can only dream of!



## ATM Security Best Practises

Your Spark ATM should not affect the security profile of your premises as long as the following important best practice points are adhered to:

1. Remember to remove the cassette from your ATM whenever the premises are not open for business. Leave the ATM safe and reject bin doors open and store your cassette in your main office safe. This ensures that your ATM remains insured and does not become a target.
2. A CCTV camera directed at your ATM (but not directly at the keypad) is a great way to prevent any unnecessary attention.
3. Ensure your premises are protected by an intruder alarm system which is connected to an armed response security company.
4. Fill your ATM with only one days worth of cash.
5. Try refill your cassette before you get busy each morning.

Insurance companies rate your cash till three times more risky than your ATM but its always important to take the correct cautionary measures.

Should you comply with point 1 above, you can be certain that no crime will occur on your in-store ATM.

