



IT'S THE NEW BLACK
Tiger-Cats Football



ticats.ca

timhortonsfield.ca

Hamilton Tiger-Cats Football Club • 1 Jarvis ST. Hamilton, ON | L8R 3J2 • 905.547.2287

To Whom It May Concern:

Re: ATM Services at Tim Hortons Field

It is with pleasure that I provide this reference for the ATM services provided by **Viacash** for the Hamilton Tiger-Cats at Tim Hortons Field.

When we opened our new 24,000 seat capacity stadium in 2014 we were managing through a number of anticipated start-up issues. One of the most prominent was the service being provided by our ATM provider. Service was poor and patron complaints were significant. The situation was unsustainable and required immediate intervention.

We approached Viacash about their solution and were immediately impressed by their professionalism and meticulous attention to the details required to deliver exceptional service. Viacash took over responsibility on the eve of a very large concert and quickly and seamlessly moved us to their solution. Following that concert our post event statistics revealed zero ATM complaints. Overnight, we had eliminated an urgent customer service issue.

Viacash has been with us for three years and provides an end-to-end solution for 10 ATMs. Their service meets our extremely high standards. For all major events they have at least one staff member on site at all times. If there are issues –and anything to date has been very minor- they are addressed immediately without impact to service.

One service element that is very important to our organization is communications and flexibility. On both dimensions Viacash has been very strong. Communications ahead of time, during and afterwards are always crisp, clear and thorough. We derive great value in Viacash's ability to ensure all stakeholders have the required information in a timely manner. In addition, whenever we have had last minute requirements, they have been quickly accommodated.

Finally, we have been impressed by Viacash's ability to consistently seek out ways to improve our business. Our Vice President of Finance, Dan Deighton, reported that, "*Viacash is a reliable, professional firm. Their reporting is informative and timely – submitted within 24-hours of each event.*" Their analysis of data from transaction patterns resulted in changes to ATM locations and number of machines. These changes along with a very professional stadium signage solution have made our customers' ATM experience easy and simple adding value to our organization.

Our organization believes that "everything counts". Everything that impacts our customers is constantly being monitored so we achieve continuous improvement. Viacash has aligned themselves with this goal and we are pleased to provide a very positive letter of recommendation.

Yours truly,
Glenn Gibson
Vice-Chairman, past President of Business Operations
Hamilton Tiger-Cats

Tim Hortons Field Founding Partners

