




Make Your Self-Service Coin Redemption Service a Bigger Profit Center



The pressure is on to make the most of every square foot in your stores.

The grocery business is tough and getting tougher.

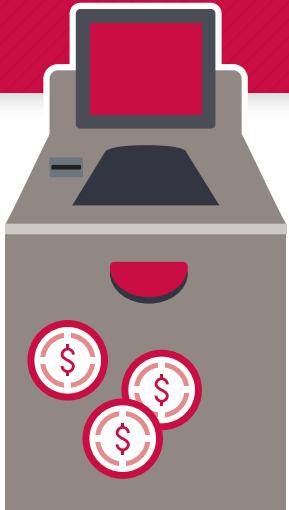
Competition, especially online, is growing at a rapid pace, increasing the need to improve customer value and service, and placing even more strain on already less-than-ideal margins.

A growing number of grocery stores are recognizing that a viable strategy for improving customer service and increasing profits is at the front of their stores with a new approach to self-service coin redemption.

Today's coin redemption standard is a model whereby a self-service coin machine is placed in the store by a vendor who keeps the lion's share of the profits. The consumer is charged almost 12% of the transaction while grocers typically get 1% to 2% of the fee.

Grocers are closely examining this model and looking at other options and a provider who can boost their share of the fee up to 8%.

Evaluate your options



The placement program commonly offered in the market today is considered a one-size-fits-all. This limited option fails to consider unique business requirements, leaving grocers with no flexibility when it comes to choices in machine configuration, procurement options, coin management, as well as fee structures. To make the most of your coin redemption services, you should investigate how other available product options and business models can significantly increase your profits, as well as improve customer service.

When evaluating your options, it's important to know that higher profits can be gained from Cummins Allison and their programs. Take a look below.

Cummins Allison self-service coin redemption program options

Placement

- No capital investment
- Cummins Allison owns and manages machine
- Manages coin pickup and processing
- Reimburses grocer for coin less user fee
- Minimum user fee of 10.9% required

Grocer's net profit depending on coin volume:

- 1% to 3%

Purchase

- Grocer buys machine
- Bin machines: Cummins Allison can monitor, service and manage bin pickup and processing
- Bag machines: Grocer manages bags and arranges pickup with armored carrier
- Grocer determines user fee charge

Grocer's net profit depending on coin volume:

- 6% to 8%

Lease

- 1 to 5 years with \$1 buyout at end of lease
- Bin machines: Cummins Allison can monitor, service and manage bin pickup and processing
- Bag machines: Grocer manages bags and arranges pickup with armored carrier
- Grocer determines user fee charge

Grocer's net profit depending on coin volume:

- 4% to 6%

Placement versus purchase or lease



Average store coin volume collected ranges from \$2,000 to \$10,000 a week. A grocer with a single placement machine typically clears about 1% to 3% of that money.

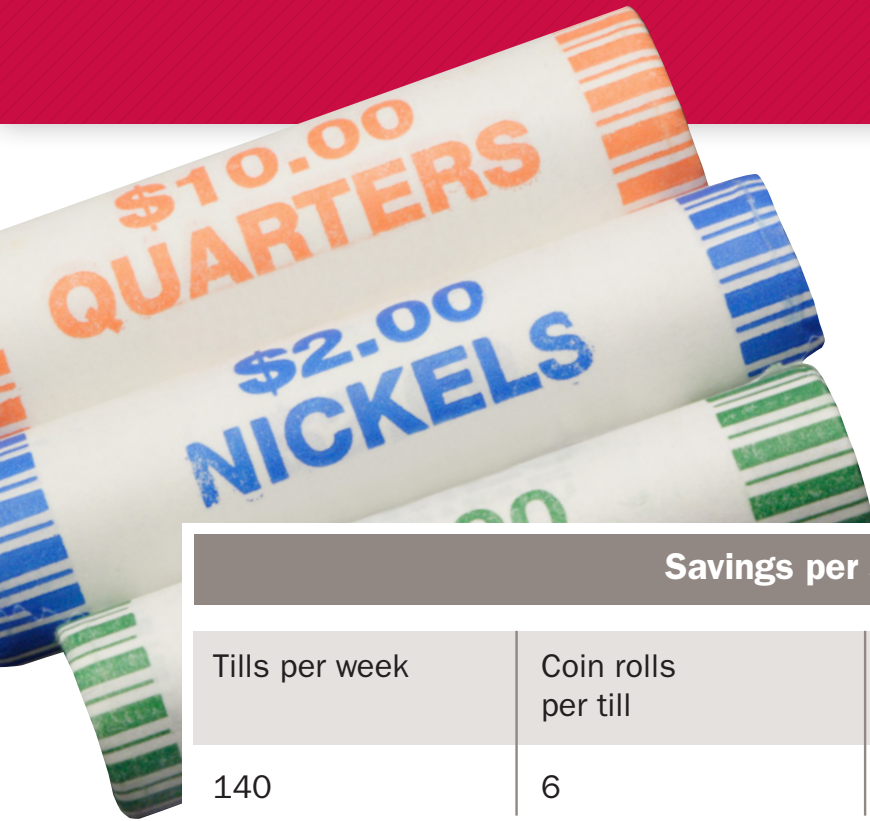
By owning or leasing a self-service coin machine, grocers keep all the fees generated from coin redemption. Owning a coin machine can deliver returns of more than seven times the original investment when calculated over the lifetime of the machine.

For example, when you own the machine, you decide what usage fee to charge and you keep the profit, not a third party. This makes it possible for you to recover the cost of the equipment and fees in as little as 12 months.

Potential increase in collected fees for purchase/lease

	Coins redeemed monthly at \$3,500/week	Fee revenues retained monthly		Total fee revenues retained per year
		Owned 11.9%	Placement 2%	
Coin redemption when purchased or leased from Cummins Allison	\$15,050	\$1,805		\$21,660
Coin redemption or placement from other vendor	\$15,050		\$301	\$3,612
Increase in fee revenue retained per machine when you purchase or lease machines from Cummins Allison				\$18,048

Recycle coins for additional ROI



Self-service coin counters are a revenue generator and an effective way to recycle coin for your operations, saving thousands annually. By restocking cash drawers with the coin taken in, you can reduce coin pick-up fees and eliminate the need to buy coin from a financial institution, further increasing your ROI.

Savings per store from recycling your own coin

Tills per week	Coin rolls per till	Coin rolls per week	Coin roll cost per roll	Coin roll cost per week
140	6	840	\$0.13	\$109.20
		Coin orders per week	Fee per order	Order cost per week
		1	\$2.50	\$2.50

Savings of rolling your own coin for one store per week

\$111.70

Savings from rolling your own coin for one store per year

\$5,808.40

The other side of the coin— customer satisfaction and reliability

“Cummins Allison machines can count as fast as customers can pour their coins in, so long lines are no longer a problem. We didn’t realize how slow our original coin counters were until we saw the Money Machine® 2 in action.”

Director of advertising and branding,
Reasor’s

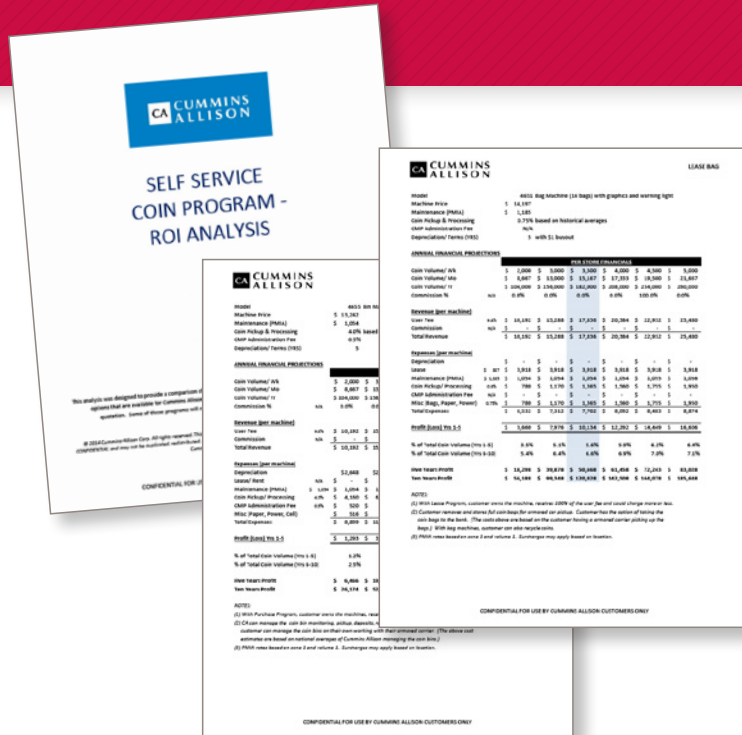


Direct profits are not the only way coin redemption can affect your profitability. Another way is customer satisfaction. One of the most important considerations when implementing a coin redemption program is product dependability. Machine downtime is a major factor that hinders profitability, plus when machines are not available, you face unhappy customers.

Customers who tested our machines against the competition preferred the Cummins Allison product because it was considerably faster, jammed less often and was quieter. Customers complete their transactions quicker, increasing their satisfaction and giving them more time to shop.

By partnering with Cummins Allison, a vendor that has a proven track record of timely service and maximum availability, you can assure excellent machine uptime, customer service and profitability.

Get a customized ROI analysis for self-service coin



Whether you are considering one self-service coin machine or multiple, we have programs that meet your business needs, risk level and revenue objectives.

Your ROI analysis will provide a more customized assessment of the increase your store could achieve by switching to Cummins Allison.

To get your no-cost ROI analysis started, visit cumminsallison.com/go/change



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