



MORONGO CASINO, RESORT & SPA, CABAZON, CALIFORNIA

Cashiers do less. Casino makes more.

“People would come to our cashier cage with full bags of coin,” said Eddie Montes, cash operations manager for the premier Morongo Casino, Resort and Spa in Cabazon, Calif, near Palm Springs. “Processing it was an operational disruption that also produced customer relations problems. Solving those problems was a must. Being able to make money as a result was an added bonus.”

Converting a payload of coins into folding money is something that casinos do as a matter of course, but smart casino operators like Montes know that both the burden of processing, and at least some of the associated costs, can be shifted to the consumer.

A customer with a large container full of coins presents a number of problems for the cashier staff at the cage. For starters, large amounts require a hefty machine to effectively handle the processing, and a hefty person to move it around. At Morongo Casino, Resort and Spa, the big coin processing equipment is in the main vault behind the cashier’s cage.

“As often as not, having a large-volume coin customer coming to the cage meant that a cashier’s window would have to be closed while the cashier lugged the bag to the vault,” Montes remarked. “The cashier wasn’t happy because a bag of coins weighs a lot and is difficult to handle. The guest who brought in the coins wasn’t really happy either, because the processing takes some time. But the guests who really were inconvenienced were the ones who happened to be next in line,” Montes continued.

Improving the Customer Experience

Improving customer service certainly was a prime motivator for finding a solution. And anything the casino could do to make work easier for the staff would be well received, he knew. Could it be possible to eliminate the service aggravations and have the solution turn into a profit center? For Montes it was worth a try.

“I had been approached by people who maintain coin processing kiosks in grocery

store lobbies,” Montes explained. “I know that consumers are willing to pay as much as 10 percent of their total piggy bank to convert coins to cash, but I couldn’t buy in to the idea that their company should be the lion’s share of the processing fee money, especially since we already service lots of other money-handling equipment in the casino. We also believed that a lower withholding percentage would translate into better customer relations,” he added.

“After a brief trial period with a Cummins Allison Money Machine™ installed next to the main cage, we knew we had a solution to all of these problems. Even better, it became a significant profit center in a very short period of time,” Montes remarked.

The machine selected by the Morongo Casino, Resort and Spa counts the coins by denomination and separates them into the machine’s 12 high-volume bagging stations. Whenever a bag reaches its maximum capacity, coins of that denomination are automatically diverted to another bag. This 12-bag configuration keeps machine uptime to a maximum

and allows careful monitoring of the machine's available capacity for each coin denomination.

Machine attendants can monitor machine status, including coin intake, fees withheld, number of transactions, collection bag capacity and a host of other data by using the equipment's touch screen. A paper report also can be printed directly from the machine.

"Although research has shown that consumers will readily tolerate up to 10 percent of the amount of coin being processed as an acceptable fee, we elected to hold our fee to 5 percent," Montes said. "Guests have told us that the lower fee is the reason they come here instead of going to a retail store coin kiosk."

Internal Coin Recycling Pays Off

The added influx of processed coin from outside sources also has produced a financial side benefit to the casino. Morongo now orders much less coin from the bank because the casino generates a stronger supply of it internally to bulk fill its coin changers.

The decision to buy the Money Machine from Cummins Allison was not taken lightly. The casino required a trial period to make sure that the returns would justify

the decision. To make sure that the effort would not be compromised by the cashiers in the cage, however, they simultaneously established a policy that requires coin customers to use the machine rather than accepting loose change at the cashier window.



"Our cage team welcomed the opportunity to channel customers to the coin counter instead of having to process coins

in the vault. Now those customers simply come to the cashier station with a receipt from the machine, and the cashier pays it out. It's a win-win for everyone," Montes concluded.

Cummins Allison is the leading manufacturer of coin and currency processing equipment for the banking, gaming and retail industries, with products that range from small back-office currency counters and cash drawer processors to self-service coin kiosks to high-speed, multi-pocket currency scanners and sorters with counterfeit and fitness detection.

Morongo Casino, Resort and Spa is the premier gaming resort in California. Located in Cabazon, Calif., in the scenic Coachella Valley, Morongo is a prime getaway for

Each month, the machine processes about \$65,000 in coin. Montes said that at that rate and with a 5 percent fee, the machine paid for itself in less than seven months.

residents of Orange County, Ontario, Palm Springs, Palm Desert and Los Angeles. Earning the prestigious AAA Four Diamond Award for three consecutive years, Morongo offers 310 well-appointed rooms and suites, a 150,000 square-foot casino floor, continuous world-class entertainment offerings, and 9 restaurants and lounges. One of the largest tribal gaming facilities in the country, Morongo Casino Resort and Spa is owned and operated by the Morongo Band of Mission Indians. For more information, visit morongocasinosort.com.

To learn more or to request a free demonstration, contact your local Cummins Allison sales representative at cumminsallison.com or 800 786 5528.



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Generations of Vision and Excellence

Cummins Allison sets the standard for accuracy and dependability.

Cummins Allison is a global leader in developing solutions that quickly and efficiently count, sort and authenticate currency, checks and coin. With a 125-year heritage of leadership in technology and product innovation, Cummins Allison serves the majority of financial institutions worldwide, as well as leading organizations in retail, gaming, law enforcement and government. Ninety-seven percent of our customers recommend our products and services.

CA holds more than 350 U.S. patents and invests double the industry average in R&D. Our world-class sales and service network includes hundreds of local representatives in more than 50 offices in North America, 4 wholly-owned subsidiaries in Europe and is represented in more than 70 countries around the world.

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