

# Why Top Grocers Use Cummins Allison Solutions

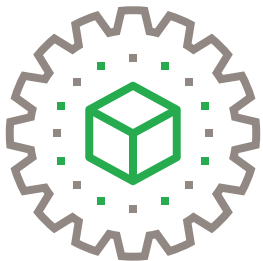


# Proven strategies that can work for you too

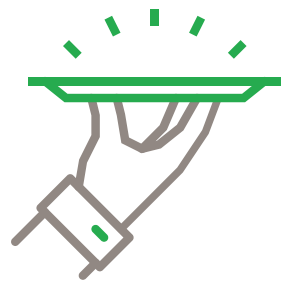
Thousands of grocery stores across the country use Cummins Allison equipment every day. Most have done business with us for many years. Why do they choose Cummins Allison, and what keeps them coming back, year after year?

Top grocers choose Cummins Allison solutions to automate manual processes, provide better service to customers, use space more effectively, and mitigate risk. The cash office and front of store are two often-overlooked areas where ramping up efficiency and productivity can achieve these goals.

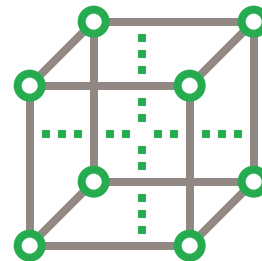
## Strategies include:



Replacing outdated tools and processes to gain efficiencies



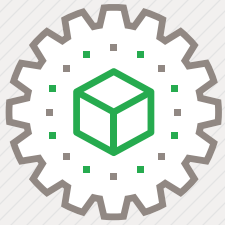
Adding services to differentiate



Multi-tasking to maximize space



Protecting against counterfeits to mitigate risk



# Replacing outdated tools in the cash office



**JetScan iFX i100 cash and check scanner counts/scans cash and checks and – paired with the deposit balancing manager – streamlines the deposit process. That eliminates inefficiencies and errors that result in costly overtime or bank fees, and employees spend more time with customers.**

## Customers tell us how efficiency and productivity are critical to cutting operating costs.

Outdated cash-counting tools such as scales increase the risk of costly inaccuracies and inefficiencies. Scales are slow and rely on frequent calibration, unaltered bills and coins, with no debris present for accurate counting. It only takes 1 gram to create a deviance of \$20, \$100, or more. Can you afford that risk?

Advanced technologies like automated cash drawer processing systems eliminate many of the inefficiencies associated with running a grocery business. You can incorporate automation to count down and balance cash drawers, rebuild float amounts and set up tills, as well as streamline the deposit process.

An added benefit of process improvement is the time it frees up in the daily schedule, allowing cashiers and managers to focus on higher priorities. Employee effectiveness also contributes to job satisfaction, and happy employees create less turnover and happier customers.



# Offering extra services to differentiate and increase revenue



**“With Cummins Allison machines, we were able to provide a better service to our customers and increase our profitability.”**

– Dennis Maxwell, director of advertising and branding, Reasor's Foods

## Many top grocery stores differentiate themselves to stay relevant in the minds of shoppers.

Consumers flock to brands like Wegman's, Publix, Trader Joe's and Costco.<sup>1</sup> These stores differentiate their brand and cement their appeal with specific customer segments by creating a unique value proposition with the services they provide. They are able to sustain profits without reducing prices by offering services that bring in customers.

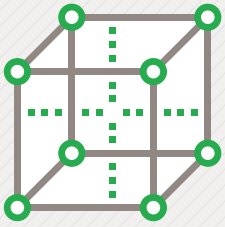
Coin redemption machines are one example. Offering this service enables top grocers to turn underutilized space in the front-of-store into a revenue source, without cutting into valuable merchandising areas. More and more of these retailers are discovering the advantages of switching to Cummins Allison Money Machine<sup>®</sup> 2 self-service coin counters. Money Machine 2's ROI is superior to the leading option, and shoppers love the fast, easy-to-use machines.

Cummins Allison gives stores more choices than any other provider, including:

- Placement, ownership, rental or lease
- Different types of coin collection and coin capacities
- Coin management program
- Machine branding

Our in-depth analysis tells us more about your needs and enables you to select the right mix of options to deliver maximum return on your investment.

<sup>1</sup> Eat This, Not That, The Top 15 Grocery Stores In The U.S., <http://www.eatthis.com/top-grocery-stores>



# Multi-tasking to maximize space



**JetSort® 1000 effectively complements self-service coin counter machines by processing coin quickly and packaging rolls to eliminate rolled coin fees.**

## Using space effectively is a strategic necessity in the retail sector.

After decades of ‘bigger is better’ store formats, average store size began shrinking in 2006. “The pendulum definitely is swinging back to smaller store formats.”<sup>2</sup> And the trend continues. Small store formats are being piloted by major grocery chains, including Ahold, Kroger, Delhaize and Meijer’s, to name a few.

Recycling coin for use in cash drawers is growing in popularity with our retail self-service coin customers. The benefits of recycling coin from an in-store self-service coin machine include:

- Redeemed coin from a machine you own can be recycled back into your cash drawers.
- Service fees from coin redemption generate a new revenue stream.
- The cost of purchasing coin from your bank or CIT is greatly reduced or eliminated.
- Revenue from rolled coin sold to your customers as a service is retained.

<sup>2</sup> Business Insider, Trends That Are Changing Grocery Stores, <http://www.businessinsider.com/trends-that-are-changing-grocery-stores-2014-4>



# Protecting against counterfeits to mitigate risk



**Cummins Allison JetScan counters catch many sophisticated counterfeit bills that other systems miss.**

**Counterfeit bills pose a financial risks that top grocers cannot ignore. No grocer wants to give counterfeits out to unsuspecting customers.**

Currency handling systems that incorporate advanced counterfeit detection technologies enable top grocers to safeguard against losses and fines associated with counterfeit bills. More importantly, grocers can pull out counterfeits before they are passed on to their customers. Cummins Allison currency scanners come in a broad range of counterfeit-detection capabilities, according to the level of protection desired.



# Challenging the outlook for traditional grocery



**Cummins Allison provides many top grocers with the cash handling technology and solutions they need to improve processes in a rapidly changing business environment.**

**Competition from specialty food markets and increasing online grocery options makes the challenge to stay relevant a tough one – and the threat is growing.**

As choices for consumers proliferate, traditional supermarkets' market share is expected to decline from 39.2% in 2014 to 36.8% by 2019.<sup>3</sup> And, according to the Food Marketing Institute, labor – including employee wages and benefits – accounts for the largest portion of food industry operating expenses.

Top grocers evaluate the potential of technology solutions to increase productivity and minimize the variable of rising employment costs. Implementing the right technologies can improve in-employee efficiency, reduce operating costs and grow revenue. They can also help grocers differentiate their stores and improve the customer experience.

To learn more about the solutions you need to stay relevant, visit us at: [cumminsallison.com/grocery](http://cumminsallison.com/grocery) today.



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<sup>3</sup> Willard Bishop, The-Future-of-Food-Retailing-2015, <http://willardbishop.com/wp-content/uploads/2015/06/The-Future-of-Food-Retailing-2015.pdf>