



RIVER VALLEY CREDIT UNION, MIAMISBURG, OHIO

Credit union reaps nearly \$30,000 in annual savings by purchasing coin-counting machines from Cummins Allison



Serving the Greater Miami Valley region for over 70 years, River Valley Credit Union provides state-of-the-art banking and loan services to more than 26,000 members. With assets totaling \$340 million, the credit union has six convenient locations and is the 19th largest credit union in the state of Ohio.

“We are here to serve our community,” says James McConnell, River Valley Credit Union branch operations manager. “We provide our members with a new perspective on

banking, encouraging them to “Dream BIG.” Meaning, no dream is too small and finances shouldn’t be a worry.”

A new perspective on banking

Recognizing the industry trend toward branch transformation, River Valley focuses on combining new technologies with human interaction. “Branch automation is pushing technology to the forefront in our industry to deliver quicker response times for members, but that often means less human contact,” says McConnell. “We’re working to buck that trend at our credit union. Our aim is keep a high level of contact with our members, while adding technological advances to our operations.”

River Valley offers electronic banking, mobile deposit capture for checks, and online loan applications. “We’re working toward making it possible to open new accounts online, too,” McConnell adds.

Making a much-needed move to a problem-free coin machine

For more than five years, River Valley rented refurbished coin-counting machines from another provider. “There are not a lot of coin machines in the area, so we provided a valued-service where people can redeem their coin,” McConnell states.

Over the years, River Valley encountered many service and response time issues related to the coin machines. “All too often, when a machine would cease working, it would take weeks for a service person to come out,” McConnell declares. “That would lead to headaches for branch managers and inconvenience for our members who stopped in multiple times with their coins only to be met with the frustration of an inoperable machine.”

In the search for a new supplier, McConnell sought a company that would act as a

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trusted partner in the same way that River Valley works with its members.

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McConnell was pleased to find that Cummins Allison was willing to work with him to explore all of his options. “When we met with Cummins Allison, we learned about the many ways the company helps credit unions realize the most value from their coin-counting machines, says McConnell. “The company helped us examine the needs of our credit union and our community along with our revenue objectives,” adds McConnell, “and the risk level of leasing, renting, or purchasing the machines outright. Cummins Allison did all the calculations and legwork to help make the decision easy for us.”

After careful deliberation, River Valley elected to purchase three Cummins Allison Money Machine 2® coin counters rather

than pursue the rent or lease options. “We found that purchasing the machines is actually less expensive than renting,” reported McConnell. In fact, according to Suzanne Roush, senior vice president of operations at River Valley, the Cummins Allison self-service coin purchase option has enabled the credit union to save more than \$2,000 per month.

It was important to River Valley that branch staff be able to manage the machines and coins themselves. With the Money Machine 2 coin counters, they accomplish this with ease. “We like the fact that we can manage them ourselves rather than relying on somebody else to do that,” McConnell says. “We can pop open the machine, take out a bag of coins and put in a new one in a matter of minutes. Even with the one service call we’ve had, we had great service.”

Positive results

A week after the coin machines were delivered, the Cummins Allison representative stopped by the River Valley corporate office to answer questions and offer help. “That was such a difference for us—to go from a vendor who didn’t talk to us for five years to someone who stopped in a week after delivery,” McConnell says. “It was like night and day.”

McConnell reports that the branches are already seeing an increase in the number of coins being processed. “I’m sure that has a lot to do with the coin machines being newer, nicer, and faster,” he says. “In fact, we’ve heard from many users about how much faster their coins are being counted.” McConnell estimates that on its Cummins Allison equipment the credit

union processes about \$32,000 in coins each month, or about \$380,000 per year.

“We have some members who bring in hundreds, even thousands of dollars’ worth of coins at a time,” reports McConnell. “It’s nice to know that they can now bring them in and count them in a matter of seconds.”

Branch staff, too, appreciate the new machines because of their much quieter operation. “At one branch, the machine is located just outside a loan officer’s office. Yet, she’s able to continue her work without disruption, even when a member is dumping in coins. The machines are so quiet.”

The Money Machine 2 coin counters are also more reliable. “There has been no downtime yet, except for one occasion when a member inserted wet, oily coins. That was our first service call and it was cleaned up right away.”

Ultimately, McConnell is confident that the new machines are bringing new faces into the branches. “It’s spread by word of mouth,” he says. He is pleased to offer the new upgraded service for the community and is grateful that Cummins Allison gave him the tools to make the decision and made it easy to understand and use the product. “I can’t recommend Cummins Allison enough,” he says.

Cummins Allison offers multiple acquisition options, plus the ability to manage coin pickup and processing. Make the most of coin-saving habits. Visit cumminsallison.com/choice



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