

CASE STUDY | Global Travel Retail Outlets

Cash Management Solution for On-the-go Retail Outlets

“Cashmaster has earned the status of our ‘go-to’ provider for our cash handling equipment, and following the success of the original project, supported our growth into a number of new airport locations across the US.”

—Senior Operations Manager

Key Stats:

- Almost 5 hours per unit, saved each week.
- An ROI of only 5 weeks.

The Challenge

The business was looking for a cash management partner that could offer a competitive solution for their complex cash handling processes, which could be adaptable to the many different units and cash offices across the airports they operate in. While some locations operated large cash recycler systems, they also required a solution that would be viable in sites with lower cash throughput, as well as acting as a back-up device when the recycler system was offline in their busiest sites.

There was a complex range of cash counting tasks including float preparation, server purse counts, till and bank deposit preparation. These operations were being carried out by hand, with various older mechanical coin and friction bill counts which were beginning to show their age – breaking down a lot and meaning their staff were regularly reverting to carrying out counts by hand.



Key facts: A multinational food service company that operates restaurants in global travel hubs.

Stores: Operating over 2,800 units in 300+ travel hubs, such as; airports and train stations.

Results: Saved the business almost 5 hours per unit, per week and with an ROI of only 5 weeks.

Solution: Cashmaster One Max with integrated Cashmaster One Printer

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Overcoming the Challenge

Our US team visited one of the locations where a solution was needed. The Operations and senior management walked our team through the current cash handling process to identify where inefficiencies and bottlenecks were occurring. One of the biggest opportunities for improvement was the time being spent at every shift change, when cash drawers were balanced and staff handed over responsibility to the next team. With multiple shift changes per day considered, the time being spent on this process was increased even further. With so many hand-overs and possibilities for discrepancies throughout the day, it was often difficult to pinpoint when an error had even been made.

The Cashmaster team worked alongside our customers team to map out the ideal cash management process, and setup the software on the Cashmaster One device to ensure the new technology would fit seamlessly into their operations and drive adherence to their standard operating procedures. Cashmaster led a trial of the solution for a period of one month across 4 locations, with hands on in-store training provided.

The Solution

The Cashmaster One Max device fitted with the integrated Printer One thermal printer was the ideal solution. Based on count-by-weight technology, and in a compact and portable form factor – it offered far superior performance, reliability and advanced functionality when compared to the mechanical devices their employees had become used to. Our solution not only made it more efficient for staff to carry out their register and deposit counts but standardized the start bank process to reduce errors. The Cashmaster One Max also provided traceability functionality for management, meaning each count could be traced to an airport, unit, and the cashier who carried out the count and any discrepancies could be quickly and easily pinpointed and resolved.



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The Result

As soon as the Cashmaster One Max devices were deployed to the outlets, the improvements to their cash handling process became immediately apparent. The more consistent processes, and substantial time savings provided by the devices meant staff could be redeployed to more value-added activities, and the business saw immediate savings. Cash count discrepancies were greatly reduced, and whenever there were shortages to investigate, the audit trail provided by the devices meant the task and time associated with was greatly reduced. The robust process controls and new focus on cash management within the business also meant cash shrink was significantly improved.

Customer Profile

One of the global leaders in the operation of restaurants, bars, cafés and retail outlets in environments where people are on the move. With over 50 years of experience, and 35,000 employees, who serve over one million passengers daily in more than 30 countries. Their operations span an estimated 2,800 sites across 140 airports and 280 rail stations representing over 450 of the world’s best brands – and cash payments are favored by many of their customers.

Cashmaster One Max

Counts bills, coins, rolls	✓
Counts non-cash items - coupons, vouchers, other	✓
Manual entry for non-cash items	✓
Display	5.0" Color
Screen resolution	800x480
Input method	Touch
Multi-language UI	✓
Multi-count modes	✓
ID Entry (Cashier, Till #)	Alphanumeric
Float capability	✓ (Advanced)
Multi-till memory - count storage	✓ (Up to 500)
Built-in reporting system	✓
Currency support	Up to 8
Software update support	USB
Integration/data output capability	✓ including HID output
Connectivity	Serial/USB/Ethernet
Optional integrated printer	✓
Built-in help function	✓