



COUNTRY BOY MARKETS, HARRAH, OKLAHOMA

Customer service gets a boost, technology adds revenue and efficiency

Customer service is a top priority for Country Boy Markets. That's why adding new services and streamlining efficiency are important priorities. The addition of self-service coin counters and JetScan™ currency scanners helped Country Boy Markets achieve both goals while also increasing store traffic.

Customer service is a top priority for Country Boy Markets. The supermarket's 3 locations offer a full-service deli, community bank and gas station.

Based on the supermarket's customer-centric approach, it's no surprise that Danny Boyle, chief operating officer, was interested in offering self-service coin as a new service for his customers.

"We've had an incredible response from our customers," Boyle said, "it's a neat piece of equipment that catches everyone's eye and is fun to use." Now more than ever, Country Boy Markets provides a one-stop shop for customers looking to run all their errands without driving all over town. But,

even Boyle admits that in addition to the customer service benefits, it's also nice to make money from the machines.

"Customer service comes first. The more we have to offer our customers, the better."

Danny Boyle,
COO of Country Boy Markets

“It’s a means to help our customers get rid of their loose change and make a little money for the store.”

And the machines have done just that. Customers quickly adopted the machines and have been steadily visiting to deposit their coins. Each store takes in about \$2,000 per week. With a 6% service fee, Country Boy Markets has created a new revenue stream for the store.

The 6% service fee was determined by store management and is less than what the local competitors charge to process customers’ coin. The strategy seems to be a successful one for the store and customers appreciate the lower charge.

Around the time that Country Boy Markets installed their new self-serve coin machines, they also installed JetScan currency scanners in all three of their locations. The currency scanners replaced what Boyle described as, “old, outdated and unreliable currency counters.”

“One store got a new machine and all the other store managers and office managers wanted one too.”

The machines created quite a buzz at each location according to Boyle, “One store got a new machine and all the other store managers and office managers wanted one too.”

In addition to the dependability of their new equipment, the staff at Country Boy Markets was also impressed by the features included on the machines. “We now have equipment that identifies bills, sorts and checks for counterfeits. It’s much nicer than what we had before.”

It should be no surprise that a big part of Country Boy Markets’ decision to choose Cummins Allison was based on customer service. “Cummins Allison has local service, which is what a small business person is looking for,” said Boyle. “Normally the contact person is in another state – Cummins Allison is different.”

To learn more about cash and coin processing solutions which boost profits and increase efficiencies visit cumminsallison.com/countryboy



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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. We also offer a complete line of full-function automated teller machines (ATMs). Our leadership in technology and product innovation spans more than 125 years. 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 would recommend our products and services.

The company holds more than 350 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, wholly-owned subsidiaries in Canada, the United Kingdom, Germany, France, Ireland and Australia and is represented in more than 70 countries around the world.

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