

## Cash Processing Solutions Profile

**Profile:** Country Boy Markets, Harrah, OK

### Customer Service Gets a Boost, Store Adds Revenue

CA

#### Overview



Country Boy Markets in Harrah, Oklahoma is always looking for new ways to improve their customer service and operating efficiencies. Their recent purchase of JetCoin® self-service coin machines and JetScan™ currency scanners helped them achieve both. Self-serve coin machines were installed in two of the market's three locations and have been well received by customers. The 6% service fee is the best in the area and has driven both existing and new customers into the stores. In addition to the self-serve coin machines, the store also installed Cummins currency scanners in all three of their locations. Store managers have been pleased with the new currency scanners and were more than happy to part with their old currency counters.

David Morrow, a Country Boy Market employee, poses with the store's self-serve coin machine.

When looking around one of Country Boy Markets three locations in Harrah, OK, it quickly becomes apparent that customer service is a top priority. The supermarket's offerings include a full-service deli, community bank, and gas station.

"Customer service comes first, the more we have to offer our customers the better," said Danny Boyle, COO of Country Boy Markets.

Based on the supermarket's customer-centric approach, it's no surprise that Danny was interested in offering self-service coin as a new service for his customers. The store recently installed Cummins self-serve coin machines in two of their three locations.

"We've had an incredible response from our customers," he 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 Danny admits that in addition to the customer service benefits, it's also nice to make money from the machines.



The supermarket's self-serve coin machine is hard to miss, it is outfitted with Cummins turn-key graphics package "CoinMax".

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

And the new machines have done just that. Customers quickly adopted the machines and have been steadily visiting to deposit their coins. Each store takes in about

(Continued...)



## Cash Processing Solutions Profile



**Profile:** Country Boy Markets, Harrah, OK

### Store Adds Revenue

\$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 Danny described as, "old, outdated and unreliable currency counters."



David demonstrates pouring coin into the Cummins self-serve coin machine.

The new JetScans created quite a buzz at each location according to Danny, "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 blown away 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 was based on customer service. "Cummins has local service, which is what a small business person is looking for," said Danny. "Normally the contact person is in another state – Cummins is different."

Country Boy Markets is a full-service supermarket with locations in Harrah, Little Axe and Northeast Oklahoma City. The family owned store has been in business for over 50 years.

Cummins-Allison Corp. is the leading manufacturer of coin and currency processing equipment for the retail, banking and gaming industries. Made in the United States, Cummins equipment includes currency scanners, coin sorters and self-service coin redemption kiosks.

**CA CUMMINS**  
CUMMINS-ALLISON CORP.

852 Feehanville Drive  
Mt. Prospect, IL 60056 USA  
800-786-5528 847-299-9550  
Web: [www.cumminsallison.com](http://www.cumminsallison.com)  
Email: [inquire@cumminsallison.com](mailto:inquire@cumminsallison.com)

Form 023-1797 Printed in U.S.A.



This paper uses approximately 50% recycled fiber, including approximately 30% post consumer waste.