



HOME STATE BANK, CRYSTAL LAKE, ILLINOIS

# Self-service coin creates competitive edge for service-centric bank



## Time and cost savings from self-service coin counter translates into improved service for customers

Accurately understanding and leveraging a financial institution's market position is critical for business growth. For Home State Bank in Crystal Lake, IL, it means building on unique strengths, especially when competition is fierce. Competing against the proliferation of big Chicago banks is a constant battle for Bill Baldoni, chief operating officer, but it is a challenge he and his staff have mastered.

"We know who we are. We are a community bank," says Baldoni. "And we differentiate ourselves with our customer service."

Service and product differentiation within the county is a point of pride for this \$600 million institution, which offers the most extensive ATM network, largest lender to

small businesses for four consecutive years and eight branch offices. As a point of differentiation within Home State Bank's branches, Baldoni added self-service coin counters.

"When we're looking for business partners, we're looking for leaders in the industry. We're looking for a great product, one that will last the test of time, and we found that with Cummins Allison."

Bill Baldoni, Chief Operations Officer,  
Home State Bank

Over the years, Home State Bank's coin processing solutions have included teller-assisted processing behind the counter, as well as low-cost, self-service options. Neither solution matched the bank's standards for high-quality service. On the lookout for a high-speed, accurate and highly reliable self-service coin machine, Home State Bank turned to Cummins Allison and the Money Machine™ for best-in-class self-service coin counters.

### **From back room processing to improved service and time/cost savings**

Before installing a self-service coin counter, head teller Curt Foglesong and his team used a high-speed coin sorter. When account holders needed counting services, "Tellers

would go to our back room to process coins. Sometimes a bag would fill, and they would have to take that bag off and replace it. That would take time away from our customers, and we would lose the opportunity to talk with them.”

“If we were running a lot of coin, then we were switching a lot of bags,” Foglesong said. “When the Salvation Army brought in all their kettles, we would run all the coins, and it took a lot of time. Sometimes, we’d run out of bags because we’d have so many coins to process.”

Since installing the Money Machine self-service coin counter, Foglesong has seen savings of time and costs. “We’re saving about an hour a day from running all that coin, especially during Christmas when the Salvation Army comes in.” When account holders bring coins to the bank, tellers use it as a customer service opportunity. “We go out with them and show them how to use it, and they bring the ticket back to the teller line so we can cash it out for them. It’s much faster.”

In addition to time savings, Home State Bank also saves the cost of selling bags to the Federal Reserve. “We don’t sell coins back anymore. We now use an armored carrier service, which takes the coin bin. We just pull the bin out, and the carrier doesn’t have to load plastic bags full of coin, which is easier on them, too,” Foglesong added.

#### **Management is easy with coin bins and simple reports**

Processing coins by sorting them into bags was time consuming for Home State Bank tellers. Director of operations Sharon Hiebert was concerned about how coins were handled in the back room. “We used to ship 19 or more coin bags a week,” said Hiebert. “One of my concerns was for the tellers lifting multiple bags of coins, especially if they were preparing Fed shipments. Moving those bags several times—sometimes lifting them while wearing high heels—created wear and tear on their bodies.”

Having options for how to collect and store the coins was an important consideration for Home State Bank. “Our new coin counter has a single bin, and all the coins just go into the bin. This has saved us hours and hours of time, and with the bin, there is no wear and tear on my employees. It’s just easy to roll the bin into the vault, and the employees never touch the coin again.”

Balancing is easy, too, added Foglesong. “We balance in about three or four steps on the touch screen. It’s super fast, and the staff is much more relaxed. They’re able to focus more on interacting with customers. Their face time has improved, and they’re exploring more cross-selling opportunities. The customers even love it.”

#### **Trusted accuracy and dependability**

“The new Cummins Allison coin counter is very, very fast. That’s one of the things we really appreciated,” said Hiebert. “We have other coin machines in some of our branches, but they’re much slower. Cummins Allison can handle a large volume of coin very, very quickly.”

The patented design of the Money Machine coin counter is one Baldoni recognized as a superior product more than 20 years earlier when he purchased a Cummins Allison coin sorter. “When we had very cash-intensive businesses, my mission was to find the best and the fastest coin sorter. I found the Cummins Allison JetSort®. It had technology nobody else had, and it was absolutely the fastest piece of equipment that I could find.”

Today, innovation is more important than ever, Baldoni explained. “The innovation of our vendors is very important. We do look for customer service. That’s important, too, but it’s all about the product. We want a good product.”

Added Baldoni, “One of the great selling points for me was that our new self-service coin machine would have the same sorter as our back room coin machine that has worked so well in excess of 20 years.”



Curt Foglesong  
Head Teller,  
Home State Bank

“Now that we have the self-service machine, it makes my job as the head teller much easier. It’s a very efficient machine, and it’s just very simple and easy to use.”



### Rising demand creates opportunity

According to Hiebert, demand for coin counting is on the rise. "We have a lot of people bringing in coin." Foglesong confirmed that since installing the new self-service coin machine, coin volumes are up to about 15,000 to 20,000 coins a day.

Hiebert knows the self-service coin counter is a contributor to the branch's popularity. "I can tell it is catching on in the community because more and more and more people are coming. We have a lot of people bringing in coin. And I can tell that they're telling their friends and relatives about it because people are saying, 'Oh, there's the coin machine that they were talking about.'"

Coin counting has also created opportunities for new accounts. "If I see someone who's curious," said Hiebert, "I tell them we charge a 10% fee for non-customers, but we'd be glad to have them open an account so they could have free coin counting just like all our customers."

"It's a very simple transaction," added Foglesong, "but the more face time tellers have with customers, the better opportunity there is for the bank."

### Money Machine contributes to superior service quality

The Money Machine by Cummins Allison contributes to Home State Bank's high-quality customer service through its own superior performance. Like Home State Bank, your financial institution can create more opportunities to cross-sell and build customer relationships with the industry's best self-service coin counter.



Cummins Allison delivers the fastest, most accurate and most reliable coin counters in industry. Learn how your bank can benefit at [cumminsallison.com/SSC2](http://cumminsallison.com/SSC2)



852 Feehanville Drive  
Mt. Prospect, IL 60056  
800 786 5528  
[cumminsallison.com](http://cumminsallison.com)

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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. With a 125-year heritage of leadership in technology and product innovation, 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 recommend our products and services.

CA holds more than 350 U.S. 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, 4 wholly-owned subsidiaries in Europe and is represented in more than 70 countries around the world.

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