



## REASOR'S®

### REASOR'S GROCERY STORES, TULSA, OKLAHOMA

# Reasor's enhances customer service and increases traffic and sales with faster self-service coin counting machines

Reasor's grocery has been serving the community for over half a century with deep roots in northeastern Oklahoma. Established in 1963, there are 19 large, full-service Reasor's locations. The company has been employee-owned and operated since 2007, following 44 years of family ownership. The stores' focus on the customer remains strong.

"It's all about customer service," says Dennis Maxwell, director of advertising and branding. Most anyone can sell groceries, but not everyone delivers the service. "The primary reason our customers shop with us is our exemplary service and the quality of our fresh departments."

### Fresh new coin counters

In keeping with its efforts to provide customers with unmatched service, Reasor's installed a self-service coin counter in each of their locations. The machines are well liked by customers for their convenience and appreciated by management for the additional traffic and sales they generate. But when the contract for the first machines came up for renewal, Reasor's looked at their options.

"We were looking for someone who would provide service to all our stores with one program and who was easy to work with. We were also looking for machines that were faster and provided a better service," Maxwell said.

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Dennis Maxwell,  
Director of Advertising and Branding

“With Cummins Allison machines, we were able to provide a better service to our customers and increase our profitability without having to raise rates to our customers.”

Dennis Maxwell, Director of Advertising and Branding

### Full service coin management

“We talked to a number of suppliers, but were impressed by the Cummins Allison presentation and the Money Machine®2,” says Maxwell. Reasor’s team went to a local bank to see the machine in action, and compared it to their current machines. The company found significant differences, including five times faster operation and 99.995% accuracy.

In addition to the machines’ speed and accuracy, a big selling point was Cummins Allison’s coin management program. When Reasor’s decided to make the switch, “The only question was whether we wanted to purchase the machines or utilize the Cummins Allison full-service coin management program,” explains Maxwell “which we ultimately decided to do.”

The coin management program takes the work out of offering this service to our customers, while stores still benefit from offering the service and still profit financially as well. “We’re impressed with how

Cummins Allison manages the coin pickup and processing. They eliminate the time-consuming task of coin handling by store associates, providing a truly hands-free operation.”

### Exceptional Service

Reasor’s is extremely pleased with the new coin counters and overall service. Speed of operation is perhaps the most important customer benefit, but not the only one. The end of lines at the coin counter was another, unexpected benefit. “Cummins Allison machines can count as fast as customers can pour their coins in, so long lines are no longer a problem,” states Maxwell. “We didn’t realize how slow our original coin counters were until we saw the Money Machine®2 in action.”

Reasor’s is also pleased with the machines’ exceptional accuracy, small footprint and attractiveness. “We like that the machines have a customized look,” says Maxwell, “with our logo on the screen.” Technology built into each

self-service coin counter remotely monitors the machines to help diagnose or fix a problem before negatively impacting the customer experience.

All 19 Reasor’s locations now have Cummins Allison coin counters, and a Money Machine 2 will soon be installed in a new location opening in Tulsa.



Discover how your store can benefit by visiting [cumminsallison.com/change](http://cumminsallison.com/change)



852 Feehanville Drive  
Mt. Prospect, IL 60056  
800 786 5528

[cumminsallison.com](http://cumminsallison.com)

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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. 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.

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