



**USE CASE: SELF SERVICE COIN COUNTERS**

Save teller hours, increase foot traffic with self-service coin counters

# Coin counters drive customer engagement in financial institutions

## Impact bottom line

A welcome addition to branches and their customers, self-service coin counters provide coin savers with a convenient, no-cost and easy-to-use method of cashing in their loose change. Financial institutions (FIs) see tangible benefits in branches with machines installed, including increased customer traffic, enhanced customer loyalty and improved operational efficiency.

By bringing existing and potential customers into the branch to count their coins, the machines also create opportunities for customer interactions that promote customer satisfaction and increase share of wallet. "Self-service coin machines save customers the chore of counting and rolling coins themselves and make redemption more efficient," said one bank manager involved in the study. "Our employees have more time to interact with our customers, so everyone benefits."

In this study, self-service coin counters positively impacted customer value for a mid-size banking chain by:

- Realizing cost savings through increased operational efficiency and reduced labor
- Drawing more customers into branches for cross selling and new business opportunities
- Providing value-added services that enhance customer loyalty

Locations with self-service coin counters can maximize efficiency by redirecting workloads and reallocating tellers to more cost-effective tasks. More than 40 teller hours on average were gained each month in branches with Cummins Allison machines.<sup>2</sup>

## 41 teller hours saved per month per branch

According to Capgemini, a leading international service authority, retail banks are under enormous pressure to improve service quality and reduce costs. At the same time, inefficient processes frustrate customers and decrease the ability of the bank to generate more sales and provide better quality of service.<sup>1</sup>

The employee productivity increase in this study was significant in that an average of more than 40 teller hours per month were gained in branches where customers processed their coins without teller assistance. Imagine what your branch could do with an extra 40 hours per month!

More efficient coin redemption using self-service coin counters encouraged patrons to view branches as a convenient



place to cash in coins. Customers that had been using a fee-for-service machine, such as those found in retail stores, began using the machines installed at their FI branch without paying a fee. Many customers report they would happily use the self-service coin machine at a convenient branch if they could significantly reduce or eliminate the fee they currently pay.<sup>3</sup>

## Coin counters deliver 250 customers per month for cross selling traction

About 250 coin redemption customers per month coming into branches with coin counters present an invaluable opportunity to connect positively with customers. Each interaction with a customer is a chance to exceed their expectations – by answering any questions they may have and by introducing them to services of which they may be unaware.

## Customer usage and teller time savings

	Transactions per day	Transactions per month	Teller transaction hours saved per day*	Teller transaction hours saved per month*	Coins processed per day
<b>Average Savings</b>	<b>10</b>	<b>250</b>	<b>1.7</b>	<b>41.7</b>	<b>10,800</b>

\*Based on a 10-minute transaction per customer and a 25-day month.



Self-service coin counters create opportunities for customer interactions that promote satisfaction and increase share of wallet.

A strong market exists for self-service coin redemption in FIs. At least one person in 80% of U.S. households save loose change, 64% of which is redeemed at FIs.<sup>3</sup>

Recent data tells us that people view their bank branch as an important resource for financial advice as well as their preferred channel for products like mortgages and loans.<sup>1</sup> Opening the door to face-to-face customer engagement via self-service coin counters lays the foundation for the relationships that are key to building trust and winning a larger share of your clients' financial business.



#### Building relationships and loyalty

Coin redemption volumes for this FI exceeded expectations. As noted, a single branch location could expect to see upwards of 250 coin redemption customers per month, adding up to totals of millions of coins every month. How much traction can be gained from realizing 250 more chances to interact with and cross-sell to customers every month? A resourceful branch should see immediate results from that kind of traffic.

Branch managers who effectively promote their self-service coin program experience increased use of the equipment – proving the machines are an important means of providing better service, improved employee productivity and increased customer loyalty.<sup>4</sup> Branches also see enhanced customer loyalty and gain a local competitive advantage by offering

Money Machine™



<sup>1</sup> 2011 World Retail Banking Report, Capgemini/Unicredit/Efmi

<sup>2</sup> Averages derived from 12 months of cumulative data collected from 13 coin counting machines installed across the FI footprint. 2011-2012

<sup>3</sup> Assessing the Opportunities for SSC Machines in the Financial Segment: Branmark Strategy Group, 2011

<sup>4</sup> Cummins Allison case studies in self-service coin, cumminsallison.com

customer savings through a no-fee coin counter – but preliminary data indicate that even when a fee is assessed, coin counters still see heavy usage.

FIs help customers reach savings goals quickly by saving them money on coin redemption. And, because no-waiting and do-it-yourself options are perceived as more convenient, customers who bring coins into their branch view the self-service option more positively than waiting in line to process coins with a teller.

The success of the self-service coin machine implementations in this study prove that the machines provide a service patrons want and one that helps FIs improve their bottom line by connecting them with customers.

#### Quality matters

Cummins Allison self-service coin counters excel at precisely the qualities that survey respondents say are most important to a positive coin redemption experience. As the number one provider of high-speed coin processing equipment, CA delivers tremendous value and unmatched performance:

- No standing in line – fast efficient coin processing at 4,000 coins per minute
- Customer confidence in coin totals – 99.995% counting accuracy
- Patrons stop in, count their coins and go about their business – 98% worry-free operations



Contact a CA representative today to evaluate a successful self-service coin program for your bank. To learn more, visit [cumminsallison.com/ssc2](http://cumminsallison.com/ssc2)

## Self-service coin counters help FIs improve their bottom line.



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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.