



EMPLOYEE OWNED

## WOODMAN'S FOOD MARKET, KENOSHA, WISCONSIN

# Coin counter ownership drives income, ROI and service efficiency

### Supermarket retailer sold on service and profits

Making customer service, product variety and very competitive pricing top priorities, Woodman's Food Market was the first store in Wisconsin to use scanners to read (UPC) bar coding and one of the first stores in Wisconsin to stay open 24 hours and on Sundays. Woodman's also pioneered what is now called the "superstore." Their 252,000 square-foot facility in Kenosha, Wisconsin is the largest grocery store in the United States.

But competition means that Woodman's must continually evolve and look for new ways to bring people into their stores. Grocers face challenging decisions about where and how to invest limited capital, with return on investment (ROI) often driving their choices. Like Woodman's, many have found that fourth wall options, such as self-service coin counters, can provide solid returns and compliment high-quality customer service initiatives.

program that was presented to us just gave a small percentage of the profit. That was never enticing to us."

Since 1919, Woodman's Food Markets has strived to stay on the leading edge of grocery-market innovation.

A proven income driver, self-service coin counter ownership provides solid ROI. Woodman discovered that ownership also ensures a positive impact on customers, as well as enabling stores to set fees, choose options and determine the timing of coin collection and service.

Owning his self-service coin counters also allows Woodman's to manage the organization's profit.

Every square foot of potential selling space must be maximized to generate revenue as well as attract new and repeat customers.

"Our space is valuable, so buying the machines and getting the income from them ourselves—and providing another service to our customers—really sold us."

Clint Woodman, Vice President



### Ownership drives income and ROI

"We were always interested in adding coin counters," said Clint Woodman, vice president, Woodman's Food Markets, "but every coin

In the typical arrangement where machines are placed by an outside company, grocers keep less than two percent of the customer fee. By owning the coin counting machines, stores retain the entire fee from every transaction.

The example below of ownership versus placement demonstrates an eight percent difference in fee retention, making an equally compelling argument for buying versus placement.

### Machine Ownership vs. Placement by an Outside Organization

	Fee Charged to Customers	Amount Retained by Store	Gross Income Earned per Machine over Five Years**
Machine Ownership	9.8%	9.8%	\$89,180
Machine Placed by an Outside Organization	9.8%	1.8%*	\$16,380

\*Amounts vary but are typically less than 2%.

\*\*Average redemption of \$3,500 per week.

"We like to have the best products or the best income drivers in every space – especially at the front of our stores – that space is valuable," said Woodman. "To have a machine that is providing a service and driving income for the store is very important to Woodman's."

### Easy and flexible

Despite the misconception that ownership adds service time to employees' busy schedules, owning machines has not increased staff service time at Woodman's. FastPay® allows Woodman's customers to collect their cash directly from the machine – a competitive advantage in terms of convenience and time saved for

both customers and store employees. "We're all about fast, efficient service, and not adding an extra step to the process," Woodman said. "People these days are looking for instant gratification. To be able to dump their coin in and get cash right out of the machine, that's probably the best aspect of the whole coin machine program."

"We've seen steady usage of the machines and they're providing a good return on investment."  
Clint Woodman

Money Machine™ with FastPay®



### Ownership supports high-quality customer service

Since customers' positive interactions with coin counters strongly impact usage, ease of operation was a high priority in machine selection. Keesey said the coin counter with FastPay is "so self-explanatory most people have a general concept of how it is used or have figured it out on their own. And they have 24-hour access to the machine here. A lot of customers then go into the store right away, shopping with the cash that they've redeemed."

Woodman's has purchased machines for 12 of its 13 stores. Woodman reflected, "We try to put all of our good ideas in front of the customers, the more services you provide, the more they are going to think about going to your store."

FastPay, an option on Cummins Allison machines, is the industry's only integrated payout system for self-service coin counters, giving customers the ability to receive cash at the machine 24 hours a day/seven days a week—no visits to the customer service counter are required.

"There was a great deal of resistance when we got the machine," remarked Head Cashier, Theresa Keesey. "But it isn't a big process for us and all of that apprehension has been put aside. It's really just been very easy."

Woodman agreed that the coin counters require minimal employee involvement. "All the coin just goes into one bag and all they have to do is take the single bag out and then that's picked up by the courier who picks up our normal deposit on a daily basis. We didn't have to add anything."



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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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